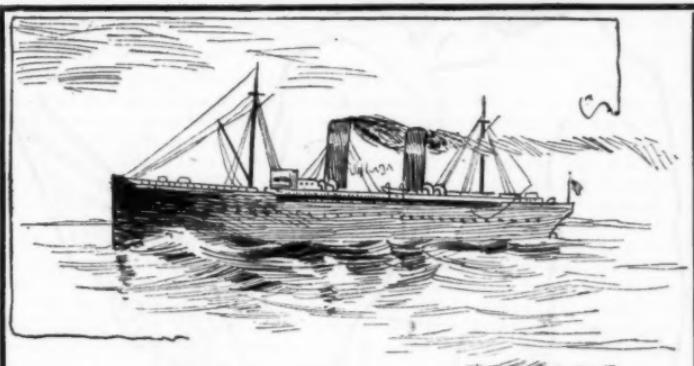


*J S Briggs
c Lawyers Co-op Co*
PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVI. NEW YORK, SEPTEMBER 16, 1896. No. 12.



Holds the Record!

The St. Paul—we hold the record
on doing the largest

STREET CAR ADVERTISING

Business in the world—nothing but
the best service and methods could
bring about this result.

Write us for details.

GEO. KISSAM & CO.
253 Broadway, New York.



READ THEM?

Guess they do — even the children want to know what is going on in their town.

There is but one place from which all the local news can be obtained, and that is the columns of the home paper.

There is no substitute.

Nothing takes the place of the local weekly.

1,600 local papers, arranged in ten divisions, to cover separate sections of territory, comprise the Atlantic Coast Lists. Special estimates made for any section covered by these lists. Catalogue for the asking.

ATLANTIC COAST LISTS, 134 Leonard St., New York.

PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XVI.

NEW YORK, SEPTEMBER 16, 1896.

No. 12.

ADVERTISING A FERTILIZER. THE GERMAN KALI WORKS' CAMPAIGN OF AGRICULTURAL EDUCATION.

There is no more effective advertising than that which has been put forth by the German Kali Works. It is entirely different from any other advertising which I have seen in the papers. The interesting thing about it is that all the advertising is indirect. That is to say, the German Kali Works do not offer to sell anything, nor do they do any business with the people who read their advertisements.

Four years ago, when the tariff was the burning issue, we had what the spellbinders called "a campaign of education." It is the same this year, when the efforts of the political managers will be directed toward educating the people on the money question. This is what the German Kali Works have been and are now doing—conducting an advertising campaign of education. This concern has been one of the most liberal advertisers in their field. Their advertisements are to be found in nearly every agricultural paper from Maine to California, and in the weekly editions of the large city dailies which circulate among the farmers, and also in hundreds of town and country papers. A very large sum of money has been expended year after year to educate the farmers of this country on the subject of artificial manuring, or fertilizing. The editor of the largest and most prominent agricultural paper published in the United States said to me a short time ago: "The German Kali Works have done as much to educate our farmers in the right use of fertilizers as any one agency. Certainly, they have done more in this direction than all the rest of the agricultural advertisers put together."

Last week when I called at the New York office I learned that Mr. J. S.

Meng looked after the advertising put forth by the concern at their office, and I soon found that I was talking with a man well posted on advertising, and some account of Mr. Meng's methods may be interesting to readers of PRINTERS' INK. In reply to my reference to the peculiar kind and nature of his advertising, Mr. Meng said:

"Yes; our advertising is different from almost all other advertising, because our business is different. The German Kali Works is a company which carries on the mining of potash salts at Stassfurt, Germany. The only considerable deposits of potash are to be found at these mines, and Stassfurt virtually supplies the world with potash. In the various parts of Europe, where farming has been carried on for hundreds of years, the land has become worn out and exhausted, and crops will not produce good yields unless they are properly fertilized. The same thing is true in this country, especially of New England and the Middle States, whose soils have been made poor by continuous cropping without return of plant food. The result is, artificial fertilizers have become a necessity. The three important substances needed for poor and worn-out lands are potash, phosphoric acid and nitrogen. Hence these are the three substances which must be supplied to the soil either in the form of natural manures or of artificial fertilizers. It is only within the last fifteen or twenty years that the importance and necessity of potash fertilization has been demonstrated. The careful experiments of scientific men and the experience of practical farmers show that profitable farming depends to a large extent upon the proper application of potash in the right proportions and at the right time. These and many other facts must be brought home to farmers."

"Your object, then, Mr. Meng, is to educate farmers as to the use and

necessity of proper potash fertilization?" I asked.

"Yes; that is the main point. All our advertising is directed toward giving farmers information as to the wants of their soils and their crops. Some soils need more potash than others; some kinds of crops need more potash than other kinds. The most successful farmers to-day are those who raise the largest crops at the lowest cost. This they do by using those fertilizing substances which supply, in the best forms and for the least money, the plant food which their crops need and their soils fail to furnish."

"I notice that in your advertisements you do not say anything about selling potash."

"No; that is not necessary. We do not carry stocks of potash nor do we retail it to farmers. When we receive letters of inquiry we refer the writers to various firms in their respective localities from whom they can obtain what they wish."

"What mediums do you use for your advertising?"

"In the first place, we use about every one of the agricultural papers mentioned in the American Newspaper Directory. Our advertising in these papers varies according to their circulation, and changes with the section of country covered and the season of the year. For example, in the fall, when grain crops are being planted, we call attention to the use of potash for those crops; in the spring, when potatoes are being planted, we do the same for that and other spring crops. But we are seldom out of the columns of the paper, and continue our ads through the greater part of the year."

"What other mediums do you use?"

"In the South, where agricultural papers are not so numerous, we use the weekly editions of many of the dailies published in the large cities. Thus, the weekly editions of the *Atlanta Constitution*, the *New Orleans Picayune* and others are taken by the farmers, and are very useful for our purposes. We have not done so much advertising in the extreme Western States as in the Eastern and Southern States. That is because the Western land is comparatively new and has not yet been worked out. But in the Southern States, where most of the land is deficient in potash, we direct considerable advertising. There are few agricultural papers issued in the South, and

so we use scores of town and country papers, some of them under 1,000 circulation. We also use many of the papers in the 'Atlantic Coast Lists' and Kellogg's Lists, which reach the country people in that great section. As our advertisements are prepared with the view of selling potash only indirectly, we aim to get the average farmer interested in the main subject. We try to make our advertisements very simple and plain. At the same time I believe in using a good headline—one or two words that will attract the farmer's attention."

Here Mr. Meng showed me the following advertisement, which is one of a series running at present in the different papers:

MORE POTASH

in the fertilizers applied on the farm means larger and better yields of crops, permanent improvement of the soil and

MORE MONEY

in the farmer's pocket.

All about Potash—the results of its use by actual experiment on the best farms in the United States—is told in a little book which we publish, and will gladly mail free to any farmer in America who will write for it.

GERMAN KALI WORKS,
93 Nassau St., New York.

"In this advertisement, as in all our other ads, we offer to send various pamphlets free of charge. These pamphlets are prepared by competent writers and agricultural authorities. Every statement made is perfectly accurate and reliable. There is no attempt to mislead farmers. There is no effort to 'boom' potash beyond what the facts fully justify. The sole object is to give the intelligent farmer useful and valuable information on the subject of artificial manuring."

"Then you make these pamphlets a very prominent feature of your advertising?"

"Yes; we believe that the more information the farmer has on the subject the better he is able to decide how and when and in what quantities potash should be applied to his crops.

"I may say," continued Mr. Meng, "that there has been an enormous demand for our literature. We have distributed pamphlets by the hundreds of thousands over the United States. These pamphlets are neatly printed

and copiously illustrated. Last year we sent out over one hundred thousand copies of the booklet entitled 'The Farmers' Guide,' besides numbers of copies of 'Potash in Agriculture.' The last-named pamphlet is a compilation of the result obtained at the experiment stations. These experiments with potash upon different soils and upon different crops show to practical farmers the use and advantage of potash fertilization."

I asked Mr. Meng as to the manner of sending out the pamphlets.

"We send, of course, pamphlets and literature to people who write. We have also long lists of farmers' names, which we have gathered at considerable labor and expense."

"I suppose you have some way of keeping track of the effects of your advertising?" I remarked.

"Yes; we have several ways of tracking out the returns. We also try to 'keep tab,' so to speak, on the different papers, and we can tell whether or not our advertising in certain mediums is paying us."

"In a general way what has been the net result of your advertising?"

"The result has been an increased demand for potash in the farming districts of the United States. The amount of potash shipped from the Stassfurt mines to this country has almost doubled within the last ten years. Finally, let me give you another instance. The composition of commercial fertilizers has of late years undergone quite a change, so that many popular brands of fertilizers, which used to contain only two or three per cent potash, now have eight and ten per cent. This, we believe, is in response to the demand of their customers—farmers—for more potash."

L. J. VANCE.

JUNEAU TOTEM POLE.

In a private letter from our townsmen, S. A. Kitchner, now in Alaska, under date of Juneau, Aug. 8th, we note the following: "One of the strangest things I've seen in this land of strange sights is a gigantic totem pole said to be over 150 feet high, in which are deeply carved the letters S. K. D. G. C. Seeking an explanation from an intelligent-looking inhabitant, all I can learn is that in their language the letters stand for 'Spottum Kashnos Dryunes Goodsox Cumpenni,' which, being interpreted, signifies 'the best place in the world to buy Dry Goods.'"
—Exchange.

FIRED ANYHOW.

Writer—Do you think this ad needs boiling down?

Advertiser—No, I think it needs roasting, if anything.

SHOP MOTTOES.

- 16 to 1 we can please you.
- Because we buy well we sell well.
- You cannot tire us out in serving you.
- Goods up to date; prices down to zero.
- Come back for changes or corrections.
- Your satisfaction is our best reward.
- What isn't right we will make right.
- We make each purchase promote trade.
- Courtesy is always thrown in at our store.
- Time is not wasted when we please you.
- Unless the customer is satisfied, we are not.
- We "broke" our prices when we began trade.
- Ask for what you don't see. It is probably here.
- Gold values for any coin or currency you offer.
- The value of these goods conquers all comparisons.
- Low prices make large profit, and our benefit is your gain.
- Don't begin to purchase or stop looking until you are suited.
- The earliest comer has the pick of the "plums" and prices.
- We urge no one to buy. Our goods are our best salesman.
- There is no test like a trial here; for we are here to please you.
- Our interest in you is not gauged by the amount of money you spend.
- If it takes two to make a bargain, you can be the one and three quarters.
- What you say when you go home we intend to make our best advertisement.
- Our customers are like the revolving shore light. They go, but return again.
- We don't claim to have the best store; but we try to make a better one impossible.
- If you have looked elsewhere we are sure of either your compliment or your custom.

OF WHAT THEY SAVOR.

Some (undertaking) advertisements savor strong of an invitation to die that the public may be fully convinced that the writer is an up-to-date undertaker.—*Emba'mers' Mon'y.*

—♦—♦—♦—♦—
TELEPHONE advertising should speak for itself.

THE DEPARTMENT STORE.

It is certain that the department store has greatly increased the field of labor. Through the stimulus it has given to production and consumption, many new industries have been founded, and the old ones largely increased in scope. While it has decreased the cost of most articles, it has not depreciated their quality. It requires no extensive memory on the part of any living adult to recall the time when almost every article now offered to the public cost very much more than it does at present. At the same time, wages and incomes generally have not decreased, so that the world is richer than before the department store arrived. The conditions of labor in the commercial world have also largely improved. Those who can remember the little dark, ill-smelling, ill-ventilated dry goods stores that preceded the department store in the large cities can realize to what a remarkable extent the conditions of clerks and other help in the stores have been improved. Even to-day compare the lot of the employees in the small stores that have resisted the invasion of the department stores with that of the employees in the latter, and note the remarkable difference.

The fight against the department store is of like kind with that which was waged against the introduction of machinery. Zola makes *Denise* weak with pity at the sufferings of the small tradesmen who thought to balk the progress of *Mouret*, the organizer and owner of the "Ladies' Paradise," but even Zola, anxious as he was to heighten the dramatic effect of his tale by intensifying the grab-all propensities of *Mouret*, was compelled by the logic of the situation to make his well-balanced heroine admit, even against her will, the justice of *Mouret's* conduct and the folly of his opponents.

In the empire city of the New World the department store has seen its greatest development. This is but natural. The great metropolis has reached its commanding position through its unrivaled location, its history and traditions and the never-failing enterprise of its cosmopolitan population. Situated upon one of the finest harbors in the world, it has gradually taken in a vast territory and population which have justified its claim to imperial honor, and while it

has attained pre-eminence among the cities of the New World, so also has it achieved distinction as the seat of learning, art and fashion.

It is above all the royal footstool of the American woman. Here she reigns supreme, and no court of honor ever showed more royal devotion to its queen than do the citizens of the Greater New York, collectively and individually, to theirs. The goddess of fashion sits firmly enthroned, and not even Paris itself can produce a better dressed population.

The keynote of the wonderful novel that Zola wrote about the department store in Paris was the influence of woman. *Mouret* based his entire fortune upon his ability to conquer the Paris women. He well knew that they ruled the men, and that when he made them his slaves he fastened his clutches upon the purse strings of their husbands and fathers. It was with the object of captivating them that he made those dazzling displays, wrote those fascinating advertisements, and offered those tempting allurements of free refreshments, perfumes and the like. Read the novel, and you seem to be carried away into a world of romance and sentiment. Yet all his imaginings have been equaled and surpassed in the department stores of New York.—*Dry Goods Chronicle*.

PAINT GALORE.

The "dead walls" of New York City are blooming as dead walls never bloomed before; and all on account of the handiwork of some expert sign writers. The signs that are attracting particular attention are those advertising the virtues of a certain brand of whisky, named probably after a well-known firm of publishers. Lower Broadway was blocked the other day by a curious throng watching the "artists" at work. There were two of them, and they were armed with brushes a foot thick and a yard wide, and with colors by the barrelful. In these respects they differed from the artists who work with camel's hair pencils and tube colors. These artists were covered with paint, but the way they spread paint onto the side of that building was a caution. In the morning they started the job, at noon it was half-way done, and at five o'clock they were getting away—to decorate another building, like as not. —*New York Journal*.



• Integrity •

NATIONAL
AS WELL AS
PERSONAL,
COMMENDS ITSELF TO
ALL HONEST
PEOPLE.

THERE MUST BE
NO DOUBTERS.



READ

The Sun

NEW YORK.

SEEN THROUGH ADVERTISING EYES.

By *Perigrin Pilgrim*.

The advertising portions of the magazines do not seem to be quite so thick as they were a year ago.

* * *

The New York *Journal* contained an interesting advertisement a few weeks ago. The * * plainly showed that it was paid for. It read as follows:

James P. Silo Sails To-morrow.

James P. Silo, the well-known auctioneer, will sail for Europe to-morrow, with his family, to remain abroad about two months. *

* * *

A new question now arises: If Bryan is elected will publications double their advertising rates or insist upon the gold clause being in all contracts?

* * *

The *Ladies' Home Journal* telegraphed all advertising agents that the forms of the October number were closed three days before their regular date. As the forms of all monthly publications are usually found open about a week after their stated time for late advertisements, this shows that the *Ladies' Home Journal* did not feel the hot spell, so far as business was concerned. If pages could be added or reading matter omitted what a showing might be made! The fact that the space for advertisements is never increased unless extra pages of reading matter are added speaks well for the publication; but then, forty columns at one thousand dollars a column should satisfy almost any publisher.

* * *

A gentleman wrote me the other day saying his wife had ability as an advertisement writer, and he wanted to know if any new idea could be utilized. Having recently read an article in *Fashions* about some unnamed woman making \$10,000 a year writing advertisements, I thought this might be another genius, and so wrote that if his wife would send something original I would be pleased to pay her for it. A number of ideas were received, the best (?) two being as follows:

I.

FOR CLEVELAND BAKING POWDER.
Saturday has come again,
When cakes and puddings must be made,
And I mamma a helping hand will lend,
Particularly when for Cleveland Baking
Powder she sends.

The drawing: I suggest a lady mixing cake, and a little girl in a chair reaching for the powder.

II.

FOR IVORY SOAP.

A maid in despair sat down and cried
Because her clothes looked yellow when dried.
After Ivory Soap she used
They looked as though they had been
bleached and blued.

The drawing: A maid in laundry with clothes around her which look yellow. A wash-board hanging up with a piece of Ivory Soap on it. The point of making a black and white illustration and have the clothes look yellow is decidedly an innovation.

IF IT CIRCULATED AMONG HOTTENTOTS PERHAPS, BUT NOT OTHERWISE.

A paper might have a circulation of a million copies, and yet be practically worthless as an advertising medium.—*Louisville Courier-Journal*.

A WRAPPING MACHINE.

A machine, called the automatic newspaper wrapper, is a late invention. The wrapping paper is fed from a large roll on a revolving cylinder, passing over a series of smaller rolls to the wrapping chamber. The newspaper to be wrapped is fed from the top of this chamber through a wide slot and down an inclined plane onto the wrapper. As soon as it strikes the slowly-moving wrapper sheet, little steel arms come up and engage the paper, and, by a lightning-like movement, give it and the wrapper the three folds necessary, while at the same moment a paste brush rises from a paste receptacle on the side and moves laterally across the wrapper at the proper point, and simultaneously a knife descends and cuts the wrapper, while arms give the finishing turn which presses down the pasted flap, and an injector discharges the neatly-wrapped paper into a receptacle. All this is done in a minute fraction of the time taken to describe it. The machine is said to have a capacity of 1,000 papers per hour.—*The Paper World*.

JOURNALISM AS A LADDER.

A marked difference between the profession of journalism in England and in the United States and France is that in the former case it leads no whither beyond possible promotion, whilst in the two latter countries it is the avenue to the highest and most honorable employment in the State. Mr. Gladstone's brief government from 1892 to 1895 was distinguished by a departure, the novelty of which excited profound astonishment. The Prime Minister recommended nearly half a dozen working journalists to Her Majesty for the honor of knighthood. In France Ollivier, Clemenceau, and his Excellency M. Barere, are among the many who have laid down the journalist's pen to take up the minister's portfolio. In the United States the power of the press, as indicated by the personal advancement of prominent members of the guild, is even more frequently and systematically illustrated.—*Henry W. Lucy, in North American Review*.

ILLUSTRATED ADVERTISEMENT.



A healthy, able-bodied man, to whom the confinement and monotony of his present position is irksome, would be glad of a change. No objection to go into the country.

ASK ANY

San Francisco

Business man, even,
how THE OREGON-
IAN stands with Cal-
ifornia people.

THE OREGONIAN
has taken the lead in
the fight for sound
money among the big
papers of the West.



THE OREGONIAN'S BUILDING.
Finest Newspaper Building
West of Chicago.

ITS OPINIONS ARE RESPECTED;
ITS NEWS FACILITIES ARE UNEXCELLED;
IT IS CAREFULLY READ BY
A DISCRIMINATING PEOPLE.

THE OREGONIAN

DAILY, SUNDAY, WEEKLY EDITIONS.

ITS FIELD

	Population
PORTLAND (OFFICIAL) . . .	81,342
PORTLAND'S SUBURBS . . .	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.)	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA . . .	90,000
BRITISH COLUMBIA . . .	100,000
TOTAL	1,039,142

E. G. JONES,
IN CHARGE OF ADVERTISING.



The S.C. Beckwith Special Agency,

Sole Eastern Agents,

Tribune Building,
New York.

The Rookery,
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The Rookery,
Chicago.

The Largest Circulation

of any daily in

DAYTON

(OHIO)

is that of the

Evening News

9,500 Daily.

Established 1885.

The leading morning paper in that city is the

Dayton Times

4,500 Daily.

Has had a successful existence of 48 years.

The oldest paper in Dayton is the

WEEKLY

Times-News

Established 1808.

4,500 Circulation.

They are the leading Morning, Evening and Weekly papers of the city.

Rates for advertising, copies of the papers and any information desired of

38 Park Row, New York. **H. D. LA COSTE,** Eastern Manager.

Ahead

of the other morning newspapers in circulation and standing in its territory.
The

CLEVELAND PLAIN DEALER

All advertisements taken for the daily Plain Dealer appear in the Evening Post.

51,800

copies was the daily average, and . . .

35,600

copies the Sunday average for the year ending June 30, 1896.

Plain Dealer Pub. Co.

C. A. KENNEDY,
General Manager.

Foreign Adv. Dept.,

86 and 87 Tribune Bldg., New York,

523 Chamber of Commerce, Chicago,

C. J. BILLSON, Manager.

Booklets

Every business man presumably has some advantages to offer the public in his particular line. It may be the biggest store or the biggest stock. It may be the best qualities. It may be the smallest prices. If a man's business has no talking points — if a man has no reason to tell people why they should buy at his store — that man is going to fall behind in the procession. Every business man ought to have a booklet that tells about the advantages of his store or his product. A copy of the booklet ought to be put into every letter, package, box or bundle that goes out of his place. Each possible customer should have a copy placed in his hands. The success of a booklet depends largely upon the way it is written. It is a part of my business to write booklets. I have been uniformly successful in this class of work. I want to hear from business men who desire to have their stores advertised properly through the use of booklets. I charge \$5 or more for retail booklets, and \$15 or more for booklets outside of retail lines. These prices include a well-drawn illustration for the cover. Write to me about booklets.

**Charles
Austin
Bates,**
Vanderbilt
Building,
New York.

The National Tribune

Library.

A Weekly Series of Historical Text-Books.

No. 1. Statistics of the War.—Containing the number of troops furnished by each State, losses on both sides and complete statistical data relating to the Rebellion.

No. 2. Lincoln's Words.—The Gettysburg Address, Second Inaugural, and copious extracts from speeches and letters.

No. 3. Miscellaneous Memoranda.—Dates of the great events relating to the opening and close of the War of the Rebellion; Physiological Statistics of the Army; List of General Officers killed on both sides.

No. 4. Pension Statistics.—Number on roll of each class; expenditures, etc.

No. 5. History of Slavery in the United States.—By John McElroy. Its introduction; Early Efforts at Emancipation; its stimulus the Cotton Gin; Struggle in Congress about extension into the Territories; Emancipation. Illustrated by Portraits.

No. 6. President Monroe and His Doctrine.—By Byron Andrews. Biography of Monroe, History and Text of Doctrine, Olney's Letter and Cleveland's Message, Portrait, Map, etc.

No. 7-8 (Double Number). Commanders of the United States Army.—By John McElroy. Contains splendid full page half-tone etchings of the best-known portraits of the 17 Commanders from the adoption of the Constitution to the present time; a sketch of each; strength of the Army at various dates.

No. 9. The Story of Cuba.—By Byron Andrews. History of the Island from the Discovery by Columbus to the Administration of Weyler. Map and 16 illustrations, including portraits of Gomez, Maceo, Campos, Weyler and other leaders on both sides.

No. 10. The Life of Maj.-Gen. George H. Thomas.—By John McElroy. A sketch of the life of the distinguished Commander of the Army of the Cumberland, with half-tone portrait.

No. 11. Life of Maj. Wm. McKinley.—By John McElroy.

No. 12. Life of Gen. P. H. Sheridan.—By John McElroy. Illustrated.

OTHER NUMBERS OF GREAT INTEREST WILL FOLLOW.

Terms \$2 a year. Five cents a copy, except double numbers 7-8, 10 cents. Any six numbers for 25 cents, counting 7-8 as two numbers. Sent postpaid.

THE WHOLE DOZEN, 50 CENTS.

Address,

THE NATIONAL TRIBUNE,

1729 New York Avenue,

WASHINGTON, D. C.

Boyce's Big... Weeklies

*"Bring
Big Mails"*

Put 'em on your list.....

500,000

COPIES WEEKLY

*\$1.60 per Agate Line per
issue. Cancel pro rata if it
don't pay.*

W. D. BOYCE CO.

115 Fifth Avenue,

Ad Dept.

CHICAGO.

ARTHUR D. HOSTERMAN.

In no other trade, perhaps, are push and perseverance so requisite as they are in the publishing business, especially in this decade. A publisher who, by these qualities, has achieved a marked success in the past few years is Arthur D. Hosterman, president of the Hosterman Publishing Co., of Springfield, Ohio. Mr. Hosterman is yet a young man, having been born in Strattonville, Pa., in 1860. He was

made president, which purchased and consolidated the old *Republic* and the young *Champion City Times* under the title *Springfield Republic-Times*, and immediately proceeded to give Springfield a daily newspaper that would be a credit to a more metropolitan city. The company afterwards purchased several household papers and combined them to form *Womankind*, a woman's paper published to please women, and in the same manner established a monthly agricultural paper,



ARTHUR D. HOSTERMAN.

educated at Wittenberg College at Springfield, Ohio, and before he had completed his collegiate course began newspaper work. After taking his degree, he engaged with the then *Springfield Daily Republic* as city editor, and during the next two years did a variety of journalistic work. In 1882 he took an editorial position in San Francisco and afterwards in Santa Barbara, California. Subsequently he visited Kansas, Iowa and Nebraska. In 1888 he returned to Springfield and organized a company, of which he was

Farm News. These two periodicals now issue regularly more than two hundred thousand copies. It has been Mr. Hosterman's policy to surround himself by the best talent procurable—energetic, ambitious young fellows who are in sympathy with the fundamental idea of the company's policy, viz., to give their patrons the best possible service for their money. In the eight years of the Hosterman Publishing Co.'s existence the business has grown to be one of the most extensive in the country, controlling two large and

finely equipped newspaper plants, one at Springfield, Ohio, and the other at Peoria, Ill. The papers in the Associated Hosterman List are *Farm News*, *Womankind*, *Springfield Republic Times*, *Weekly Republic* and *Weekly Times*, at Springfield, Ohio; the *Peoria Transcript* and *Peoria Times*, and the *Illinois Farmer*, at Peoria, Ill. They are all leaders in their respective lines. It is said that the *Republic Times* gets a higher rate for its advertising than any other newspaper in the same city, and there are those who assert that it is the only daily in Springfield that an advertiser specially need to use.

Mr. Hosterman is secretary of the Select List of Ohio Newspapers, a combination of newspapers of the principal inland cities, the formation of which is said to be due largely to his efforts. The combination was organized purely for business—to promote the business interests of its members. It is one of the functions of the association to see that the circulation of each paper in its membership is quoted and guaranteed. The papers make their advertising contracts individually, but make known to one another the terms and conditions upon which they have received or accepted advertising. It is said that in this way they have often been enabled to "get better rates for their space," a statement going to show that as a rule these papers have two rates, and always get the high one if possible, although willing to accept the lower if that is the best that can be done. This, without doubt, is the standard policy of successful papers generally outside the offices of a few of the greatest journals in existence. The Select List of Ohio Newspapers is very friendly to the general advertising agencies, and it is said that this is largely due to Mr. Hosterman, who has worked hard to convince them that the agent is really the friend of the newspaper because of his active influence in inducing people to advertise. When the association was first started, about six years ago, Mr. Hosterman and Col. Brown, well known as the proprietor of the Zanesville *Courier*, took opposite ground on the question of agents, the Colonel regarding them as the enemies of the publisher, while Mr. Hosterman insisted that they were his best friends, and that their efforts to pay as little as possible for space was

as legitimate as the publishers' efforts to get as much as possible for it. The Colonel was finally convinced by his friend's logic. About a year and a half ago Mr. Hosterman and others induced Mr. Daniel M. Lord, of Lord & Thomas, to address the association on the relative positions of the publisher and the general agent. Mr. Lord's talk did much to clear the atmosphere and make plain to the publishers that they are as necessary to the agents as the agents are to them. Besides Mr. Lord, Mr. Chas. H. Fuller has also made a speech before the members of the Select List. It is Mr. Hosterman's practice to invite prominent advertising agents to address the association from time to time, and thus dissipate any latent spark of enmity that may still exist on that score.

DENTAL FIGURE SIGNS.

If statistics of illustrative signs should be taken in New York it is probable that the one found to predominate would be that showing some kind of a representation of the human tooth. They are to be seen everywhere and in all sizes and conditions. Usually the favorite method of advertising in this way seems to be with a gilt tooth in varying degrees of magnitude. Sometimes they are placed firmly in position, sometimes they sway in the breeze, and again the fact that the tooth or the tooth doctor in American is made plain by the figure of a spread eagle with the tooth suspended in his bill. A Fourteenth Street dentist has a more unpleasant advertisement at the front entrance to his establishment in a small glass case half full of genuine teeth, which presumably he has extracted. The sign of the automatic jaws—two sets of teeth which are made to open and shut apparently without rhyme or reason before the public gaze—is unpleasantly familiar. This sign has reference to the more mechanical work of dentistry. But all these signs, which would appear to indicate that the people of the city were interested in nothing so much as in having their teeth extracted and replaced, are contradicted by the best dentists of the city, though people as a rule associate a dentist's office with the unpleasant thought of having a tooth pulled.—*N. Y. Times*.

SUPPLYING CUTS.

It is mutually profitable when the manufacturer supplies cuts of his goods to retail merchants who are customers. It pays the manufacturer because it prompts the merchant to advertise in a way that brings a demand for the articles illustrated. The cost of the cut is trifling in comparison to cost of newspaper space paid for by the retailer. Too often, however, these cuts are worthless for newspaper use. They are generally too wide for a single column, often too large in every respect. Very seldom they are sufficiently in outline for the inferior paper and rapid process of printing. If manufacturers would see, first, that their cuts will fit a column rule; second, be moderate in size; third, be sufficiently in outline, they would invest their money with a certainty of profitable return, whereas, much is now wasted.—*Dry Goods Economist*.

The **Cincinnati Commercial Tribune**

Guarantees to advertisers Twice the circulation of any other morning paper in Cincinnati.

It is recognized as the Leading Republican paper of its State and of the Ohio Valley and sells a greater number of copies daily than any other morning newspaper published in the Central Western States outside of Chicago and St. Louis.

Its full and complete news reports, able editorials and entire freedom from all objectionable matter have made it the

FAVORITE FAMILY NEWSPAPER

of its section and the one of greatest value to the advertiser desirous of reaching the Purchasing Classes in its territory.

Sample copies, advertising rates or other information on request.

**J. E. VAN DOREN SPECIAL AGENCY,
PUBLISHERS' DIRECT REPRESENTATIVES,**

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

HOW TO ADVERTISE A LOCAL STORE.

By H. W. Norman.

The local grocer—or druggist—knows just who his customers are and who are not. He knows where they live and what their business is. He knows when a family moves away and when a new one moves in. He knows just exactly who ought to trade at his store and has only to solicit their trade right and persistently to get it. There's no wasted energy. Every advertisement goes direct to a buyer who should trade at your store.

This is my plan and its success depends upon the vim you put into it and the kind of store you keep. If the store isn't right your neighbors all know it and your advertising will not pay. Draw a plan of your portion of the city, six or seven or eight blocks square, with your store as the center. Draw it large and well so you can keep it for reference. Mark down upon each street the houses that are on it. Now put a mark opposite each house that buys at your store. There are probably a thousand or fifteen hundred houses on your map and not a fifth of them are your customers. And they all should be. It's your fault they are not. You probably never realized before how few of your neighbors dealt with you. Now have prepared twelve circulars telling the best points about your goods and your store. Tell why it's a little different from other stores (if there is any difference). Tell about one or two lines of goods at a time—not more than three—but tell all about them, go into particulars, the ladies like particulars, and tell the price. Don't give any catch prices. Advertise staple goods at reasonable prices. You want the regular family trade, and most ladies will pay a fair price for a good article. These twelve circulars should be a month's supply. It's easier and cheaper to have the lot done at once and you are more sure to use them if you have them handy. Three times a week you have your boy deliver them, one to each house in your district. The morning is the best time. If you are sure of your boy, all right, but if not, watch him and see that he does it right. Let him understand that you are in earnest and you'll have but little trouble. About the second or third week have your man call at each house and ask if there are any orders. When-

ever you expect to have anything that is exceptionally nice, like good butter or fine hams or oranges, have a circular printed and sent right out. Don't neglect this, for it's the having and telling about the unusual things that brings the new customers. There are dozens of firms that manufacture special lines of goods that would only be too glad to furnish you with a few samples if they were sure that you would place them in the hands of actual consumers. Write to them. Explain your methods of advertising and assure them of your desire to push their goods by introducing them directly to your customers. When the samples arrive, send them out with a neat circular telling all about them and the price and that you will always be able to supply them. If you can arrange to have a practical exhibit at your store at the same time, do so and announce the fact in your circular. The direct results may be few, but the housekeeper will remember the enterprise of the merchant who does it, and the continuation of it is sure to bring good results. When a new family moves in your district call on them at once and solicit their trade. Have no feeling of false modesty about it for you've a legitimate business proposition to offer them—if they will buy their goods of you, they will get the best goods at a fair price, and more, they will know that you think enough of their trade to ask for it. In most every case you will get good results if you do it right. Be sure that your man who goes out daily for orders is the right kind. He should be neat, intelligent, quick and polite and have authority to adjust any trouble over goods that are unsatisfactory. The wrong man at this kind of work will spoil the effect of a year's good advertising.

Avoid newspaper advertising, it's too expensive and too general in its circulation to serve your purpose. Avoid advertising novelties, church fair programmes or schemes of any kind. They are only an illusion.

And now a word about store tactics. Keep your store clean and sweet—most groceries are very dirty. Keep yourself and make your help keep clean. If you insist on this your stock will always look neat and inviting for it's only the slovenly store keeper that can endure an untidy stock. Be careful in your treatment of children. Let the mothers feel that they can send the smallest child with safety to your store

and make the children feel that it's a pleasure to come there.

Take back everything your customers are displeased with, no matter what the reason. There's one way to do this and make your customer twice your friend, and there's another that makes her feel what a disagreeable man you are. Be sure you do it the right way.

There's lots of other points about local store advertising that you'll learn with experience. But do this much right and your business will grow and grow and you'll be able to decide better about other ideas.

The foregoing article is printed because, while evidently written from a theoretical standpoint, it contains in it the germs of some good advertising ideas. What *PRINTERS' INK* would like to publish, however, are articles from the local dealers themselves, stating what advertising they actually do, why they do it, and how successful it is. Advertising a strictly local store is a difficult undertaking because the use of the newspaper is out of the question, and it requires great skill to make other mediums bring trade.—[ED. P. I.

THE DIFFERENCE OF OPINION.

By *Jno. C. Graham.*

Sometimes we read the opinions of two or more advertising experts of acknowledged skill on one important phase of advertising, and we find that they do not agree, that what one says is the best thing to do another believes to be wrong, and that what one asserts has been universally successful in his experience another pronounces to be invariably a failure.

It is a wise decree of Providence that we do not all think alike or have the same experiences, because it is only by reason of this antagonism of thoughts and actions that we are enabled to extend our knowledge. Different ideas on the one subject increase our acquaintance with that subject. We see it from a variety of standpoints instead of one, and thus become familiar with its many phases and with other views besides our own.

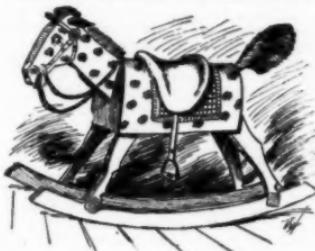
But a new advertiser not unnaturally says: "One adviser tells me to do so and so; another says I should do the opposite. Which am I to believe?" Don't despise either adviser too hastily, for both, under certain conditions, may be partly right. Study both hints, and

get as many more on the same subject as you can possibly obtain from as clever men as you know, and while you will wisely lean to the ideas of the most experienced, do not altogether underrate those of the less skillful. Each one is probably advising best from his own standpoint, and it is well to be acquainted with both and get acquainted with the reasons that prompted each suggestion.

It is this difference of opinion among men that has developed our present knowledge of advertising and everything else that we know to-day. Far from it being a condition to be regretted, it is one that is of great benefit not only to new beginners, but to every one who does not fancy that he "knows it all." If a man is advertising, and intends to continue doing so, he can't know too much about it, nor be familiar with too many views as to how this or that has been, is being or may be done.

In the interests of general education I am always glad to find people differing in opinions, for by hearing both sides of a question discussed we learn more than one man's ideas could impart to us. It is with genuine pleasure therefore that I sometimes scent a controversy on some advertising topic between those knights of the pen whose writings are familiar to the readers of this paper, for I know that the chance to learn something new is approaching. Perfect ideas are only molded out of many suggestions. Several minds have to finally shape the best schemes and campaigns. Apparent contradictions are often harmonious parts of a whole. A variety of brains produce the best results. And from a difference of opinion we often reach the exact truth.

ILLUSTRATED ADVERTISEMENT.



FOR SALE—A good, strong saddle horse, steady and reliable; warranted not to kick, shy or bite; any boy can ride him with perfect safety.

PRINTERS' INK.

ABOUT THE RAND-MCNALLY LIST.

Office of H. S. HALL,
126 Times Building.
NEW YORK, Sept. 8, 1896.

Editor of PRINTERS' INK:

The Meriden *Daily Journal* is the best and leading paper of Meriden, Conn., and it is an absolute and incontestable fact that the *Journal* has more than double the circulation of any paper or combination of papers in Meriden and surrounding towns. Yours very truly, H. S. HALL,

Publishers' Representative.

The Meriden *Journal* made no report for the last issue of the American Newspaper Directory, and is rated J—believed to exceed 800 copies. The *Morning Record* and *Evening Republican* both did make a report of some kind, and both are rated H++—believed to exceed 2,250.

Office of
H. D. LA COSTE,
Special Newspaper Representative,
38 Park Row.
NEW YORK, Sept. 8, 1896.

Editor of PRINTERS' INK:

Referring to the article in your paper of August 26th, in which the Peoria *Journal* is quoted as the leading paper of that city, the Peoria *Herald* writes, "Ask PRINTERS' INK to refer to the American Newspaper Directory for a correction of this. \$100 is offered in payment to any one proving the statement about the *Herald* incorrect." Yours,

H. D. LA COSTE.

JACKSON PATRIOT.
JACKSON, Mich., Sept. 4, 1896.

Editor of PRINTERS' INK:

DEAR SIR—The *Citizen* of this city is quoted in the Rand-McNally "Travelers' Hand Book" as being the leading newspaper of Jackson. Several months ago a representative of the Rand-McNally Co. visited the writer and wanted to make a deal for our *Morning Patriot* and *Evening Press* to handle their "Atlas of the World." The proposition made was no doubt a good one, but just at that time we were carrying so much advertising we were unable to give the plan the necessary space. He tried to prevail upon us to take hold of the scheme, and reiterated his firm's reasons for desiring us to take it in preference to others, that we were considered the leading newspapers here and had made a success in previous enterprises of the sort.

On refusing, he finally presented it to our contemporary, and the book was advertised in a small space of the paper during the following months. We not only raise the claim, but the general public concede our having the leading newspapers of this city. Yours very truly, THE JACKSON PATRIOT CO., Milo W. Whittaker, Manager.

Office of
THE ANDERSON DEMOCRAT.
ANDERSON, Ind., Sept. 2, 1896.

Editor of PRINTERS' INK:

You give a list of "leading newspapers" as reported by "The Rand-McNally Official Railway Guide," naming the *Bulletin*, of this city, the "leading newspaper." This is a great injustice to the *Democrat*. I have positive knowledge that the *Democrat* publishes and circulates more papers than the *Bulletin* and *Herald* combined. The information published by Rand-McNally is not reliable; they send a proposition to each news-

paper saying they will publish it as being the leading newspaper if in return the "leading newspaper" will publish reading notices, each month, setting forth the merits of the Railway Guide.

OSCAR AUSTILL.

Office of
"SEDALIA DEMOCRAT."
SEDALIA, Mo., Sept. 5, 1896.

Editor of PRINTERS' INK:

Under Leading Newspapers in Sedalia, Mo., you say the *Gazette* is the leading paper. The *Gazette* went out of existence about Sept. 1st, 1895, and has not been published since that date. The *Democrat* is the leading newspaper of Sedalia and Central Mo., and has been for a long time; for verification of this statement see American Newspaper Directory, 1896, page 576.

SEDALIA DEMOCRAT CO.

IN BOSTON.

BOSTON, Sept. 2, 1896.

Editor of PRINTERS' INK:

A Boston photographer advertises that he takes photos with or without wheels, and also announces that bicycles are furnished at studio without extra charge to appear in the pictures. Several stores are now offering the new \$1 silver certificate as change when purchases are made. Many display them in their show windows and a few Boston collectors are gathering them in, thinking this edition will become extinct and valuable on account of the way the word "tranquility" is spelled. The Columbia bicycle manufacturers take a full page in many of the cycling trade papers, but occupy only a portion of the space with cuts and display ads. The rest of the page is set with news items pertaining to their wheel, and the type and headings used closely resemble the regular reading matter of the paper.

GERALD DEANE.

THE WAY IT ACTED.

A tailor named Sam Smith, from a country place, visited a large wholesale warehouse and ordered a quantity of goods. He was politely received, and one of the principals showed him over the establishment. On reaching the fourth floor the customer saw a speaking tube on the wall, the first he had ever seen.

"What is that?" he asked.

"Oh, that is a speaking tube; it is a great convenience. We can talk with it to the clerks on the first floor, without taking the trouble of going down stairs."

"Can they hear anything that you say through it?"

"Yes, and they can reply."

"You don't say so! May I talk through it?"

"Certainly."

The visitor put his mouth to the tube, and asked:

"Are Sam Smith's goods packed yet?" The people in the office supposed it was the salesman who had asked the question, and in a moment the distinct reply came back:

"No; we have not packed them yet. We are waiting for a telegram from his town. He looks like a slippery customer." —The Waterbury.

FULLY OCCUPIED.

Mrs. Jones—I've called Louise to dinner six times and she doesn't come!

Mr. Jones—I guess she doesn't want any. She is reading the bargain sale ads in the papers!

A READY-MADE STORY.

Ready-made interviews, in regular stereotyped blocks, are being peddled to patent inside papers by an enterprising New York journalist. One is a talk with a newly arrived actress, and is quite an improvement over the old-fashioned interview that wasted so much type and increased the bill in the composing-room.

"——?"

"Oh, ever so much"—with a delightful little laugh—"I think that people are so kind and appreciative, you know."

"——?"

"That depends. Of course, my stay in America will be regulated by my manager, but as for myself, I could live here for ever."

"——?"

"They are simply beautiful. Our English theaters are so old-fashioned, and the decorations dull and uninviting. There's so much more life and sparkle in the American theater that one is enthused at once."

"——?"

"Much more. But they are kind in their criticisms. I just felt like crying last night when they called me before the curtain the last time."

"——?"

"I believe so. I am sure I shall like the West. From all that I have heard they are a rugged, whole-souled sort of people out there, who, while rough in their ways, are sincere in their praise. Oh, yes, I think I would be just perfectly delighted."

"——?"

"Not after we were three days out, but during the first forty-eight hours I never left my berth. It's an awfully nasty sensation, isn't it?"

To this can be added an interview with the same actress when she returns to England. It can be put in a very few words, and ought to run something like this:

"——?"

"Yes, arrived yesterday. Thanks. Had an awfully jolly time."

"——?"

"Oh, they're a rude lot. They like blood-curdling drama. But, to be fashionable, they must come to see all the foreign stars."

"——?"

(Laughing.) "Money seems no object. That's the only good point in American audiences—their willingness to part with their cash."—*Pearson's Weekly*.

FURNISHING THE FACTS.

Whoever writes an ad that does not give facts about the articles advertised, is indulging in a species of blind advertising. An advertisement really means to inform, and the ad that doesn't inform is no advertisement. To take space for the purpose of telling a story and then saying nothing is costly amusement—costly both to the pocket and the reputation. Not only that, but it is fooling the public, obtaining its attention under false pretenses, as it were. If you intend paying for the advertisement, you expect it to pay you, and the only way it can do that is by selling your goods. But if you say little or nothing about your goods in the ad, how can you expect it to sell them? People are not buying a pig in a sack. They want plenty of information about your stock before they will even go to examine, let alone buy it.

WOMAN'S WRONGS.

He (reading)—Terms to mail subscribers—She (interrupting)—Oh, yes! They always get the best of everything.—*Town Topics*.

A STUDY OF SUCCESS.

"Joshua," the old man was saying, in an effort to divide the surplus fruits of his experience with his young hopeful, "Joshua, always be polite ter everybody. Remember ye ain't no millionaire, an' ye can't afford ter put on too many important ways."

"Well, I ain't so sure 'bout that," was the reply. "It seems to me they's lots o' people standin' 'round ready ter impose on ye ef ye don't show some spunk."

"Ye hev ter bear lots o' things in this life. But's work ez counts. Remember the little busy bee. He jes' keeps a-workin' an' a-workin' day in an' day out. An' they's mighty few bees, I'm given ter understand, ez can't look back on their lives with satisfaction an' be p'nted out ter the neighbors ez a success; an' all because they jes' keeps on a-workin' an' a-workin'."

"That's so, father. But there's one trait of character 'bout the bee that you ain't dwelt on."

"What's that?"

"He don't 'low nobody ter sit on 'im."—*Detroit Free Press*.

MADE ALLOWANCES.

"There is a joke in your paper this week that I heard at a variety show two seasons ago," said the disagreeable man.

"What if there is?" said the publisher of the religious weekly. "Our subscribers never go to variety shows."—*Indianapolis Journal*.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

SPOKESMAN-REVIEW,
Spokane, Wash.

WANTED—To buy paying daily or weekly.
"T. F. S.," 44 W. 10th St., New York.

TRANSLATIONS—German and English. H. C. KNIPEL, 276 Orange St., Cleveland, O.

H. D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

PAPERS that lead in their locality represented by H. D. LACOSTE, 38 Park Row, New York.

THE VINDICATOR, Youngstown, Ohio. \$400 d., 6,000 w. Wants first-class advertisements only.

DAYTON (Ohio) MORNING TIMES and **EVENING NEWS**, 14,000 daily, create a "want" for properly advertised goods.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

EDITOR—Newspaper man of experience and ability would like charge of daily or weekly. RUSSELL, 915 Locust St., Philadelphia, Pa.

WANTED—an idea. Who can think of some simple thing to patent? Protect your ideas; they may bring you wealth. Write JOHN WEDDEN & CO. & Co., Patent Attorneys, Washington, D. C., for their \$1,000 prize offer and list of two hundred inventions wanted.

A MANUFACTURING concern in Chicago wants a practical man in their advertising department. Work consists in writing matter for display cards, getting up ideas for store advertising, writing circulars, etc. Address, stating salary expected and experience, "M. 16," care Lord & Thomas, 45 Randolph St., Chicago.

WANTED—Any corporation or manufacturer in need of a strictly first-class all-around man who understands the marketing of merchandise at a profit, managing salesmen successfully, the placing and writing of advertising, in fact, a very capable man in any department of a good concern. References strictly first class. Address "ADVERTISER," 422 Bookery, Chicago.

WE want a name for our new nervous remedy and blood purifier. Will pay \$5 for the one we use. Get something from the Latin or French. Box 5257, Boston, Mass.

ONE of the largest men's outfitting stores in this city, having extended their premises, is desirous of opening extra departments, such as ladies' shoes, cloaks, dresses and millinery, art goods, cutlery, crockery and bric-a-brac, leather goods, trunks, satchels, etc. An exceptional chance for managers with some capital. Address MR. GEORGE, 14 West Baltimore St., Baltimore, Md.

I HAVE the best paper weight clock ever offered for sale. At least, that is what the dealers all say. The dial is on an angle, so that the time is always before you. This is a feature that every buyer wants. It will appear in our window. The clock part is all right; made by a reliable firm and warranted to keep time. The case is elegant in design and honestly plated in gold or silver. Have sold lots of them, and my customers are as well satisfied as Johnson's ink buyers are. I will do the same as he does—buy them back if you are not satisfied. If you want one send \$2 and I will deliver it to you prepaid. H. D. PHELPS, Ansonia, Conn.

♦♦♦
ELECTROTYPEs.

CUTS for ads. All processes. Designs made. Write for price. CHICAGO PHOTO ENG. CO., 79 5th Ave., Chicago.

♦♦♦
ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

♦♦♦
PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beckman St., New York.

♦♦♦
PRINTERS.

THE LOTUS PRESS, 140 W. 22d St., N. Y. City. (See ad "Advertisement Constructors".)

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job done, that you want people to look at, read—come to the PRINTERS' INK PRESS, 10 Spruce St., New York.

♦♦♦
ADDRESSES FOR SALE.

50,000 LADIES' addresses for sale or exchange for space. Lock box F, Galena, Kan.

LISTS of names in any trade, in any country, \$1. Information on any commercial subject. Credit reports on firms anywhere. In U. S. \$1, in Europe \$2, in Latin America \$3. Agents everywhere. Ten years established. ASSOCIATED TRADE & INDUSTRIAL PRESS, Washington, D. C.

♦♦♦
ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

THE BUCHER ENGRAVING CO., Columbus, O., furnish best 1-col. half-tone for \$1. Send for proofs.

REALLY good cuts for advertisers at really moderate prices. R. L. CUKRAN, 156 Nassau St., New York.

CUTS for catalogues, souvenirs and boom editions. Write for proofs. BUCHER ENGRAVING CO., Columbus, O.

BEAUTIFUL illustrations and initials, 5c. sq. inch. Handsome catalogue 10c. AMERICAN ILLUSTRATING CO., Newark, N. J.

BRIGHTEN your ad and add to its pulling power by putting in an attractive cut. We make 'em. CHICAGO PHOTO ENG. CO., 79 5th Ave., Chicago.

MAKE your own advertising, illustrating, embossing plates. Engraved in one minute. No etching. Particulars for stamp. HENRY KAHR, 240 East 33d St., New York.

NEWS BUREAU.

ARE you going to start a paper? If so, write to ASSOCIATED TRADE & INDUSTRIAL PRESS, Washington, D. C. Serve leading papers. Agents in every State and country. Established 10 years.

♦♦♦
FOR SALE.

81 BUYS 4 lines, 50,000 copies proven WOMAN'S WORK, Athens, Ga.

GAME of "Patriots." Copyright. Plates and stock. Write. Box 17, Dwight, Ill.

PRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more? AMERICAN TYPE FOUNDERS' CO., Boston, N. Y., Phila., Balt., Buffalo, Pitts., Cleveland, Cinn., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), Frisco. Buy everything in one place, and save money and trouble.

♦♦♦
ADVERTISEMENT CONSTRUCTORS.

PILOT ADVERTISING CO., Newark, N. Y.

4 RETAIL ads to new customers for \$1. H. L. GOODWIN, Farmington, Me.

GILLAM & SHAUGHNESSY, Advertisers, 625 & 634, Temple Court, New York. Write.

RETAIL grocers and druggists: Got what you want. Write me. JER. SCARBORO, B'klyn.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

INTERESTING ads written by one who can. Samples free. Send for my sermonette. H. ALBERT PERSHING, South Bend, Ind.

HERE'S a bargain: First order, 2 ads, \$1; 8 page leaflet, \$2; 8-page booklet, \$3. Good work always. CHAS. A. WOOLFOLK, 446 West Main St., Louisville, Ky.

TO cycle manufacturers: For one month only I will contract to design and write your 1897 catalogues for \$250. CLIFDEN WILD, Suite 1103-4 Manhattan Bldg., Chicago.

\$100,000 INCREASE in profits after my first year's ad writing for large manufacturer. Can increase your sales. Write for circular. ALBERT H. SNYDER, Sta. Y, Chicago.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

USED by Gillam, Cushing for detail in ads, unequalled. Made only by AM. TYPE FOUNDERS' CO. Send for specimens to nearest branch. 7 pt. De Vinne (new), with 7-pt. French O. S. No. 2, is effective. We cater to requirements of ad writers.

"MAKING It Pay" is the name of a hand-some 44 page booklet that tells retailers about my ad writing business. It is an expensive book, and I do not want to waste a single copy. I will not send it to "curious" people. Any retailer, however, may have a copy free if he will write to me on his printed business stationery. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

THERE is nothing mysterious or miraculous about our printing. It is unusual and out of the ordinary simply and solely because it gets unusual and out of the ordinary treatment. Harmonious tints and colors, as well as the type and arrangement, are chosen by one whose art education insures perfect selections. Send for one of our booklets, "A Monograph." THE LOTUS PRESS, 140 W. 22d St., N. Y. City.

ADS for trade papers and magazines require a more time and thought in preparation than retail work. I charge from \$2 to \$50 each for that sort of advertisements. I charge merely enough to warrant me in devoting enough attention to them to make them strong and attractive. Write to me about your *important* work. Ads that go into expensive mediums ought to be as good as they can possibly be made. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

ADVERTISING NOVELTIES.

FIRST-CLASS, catchy campaign and other novelties for advertising purposes. CYCLEARA COMPANY, 61 Middagh St., Brooklyn, N. Y.

FOR the purpose of inviting announcements reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

A DVERTISERS' GUIDE. New Market, N. J. 8c. Line, Circ 3,000. Close 34th. Sample free.

YOUNGSTOWN (O.) VINDICATOR, 8,400 d., 6,000 w. H. D. LACOSTE, 38 Park Row, N. Y., Rep.

DETROIT COURIER. Circ'n around Detroit greater than any other weekly. The society and home paper.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

L EADING newspapers in Southwestern Ohio (outside Cincinnati), DAYTON MORNING TIMES and EVENING NEWS, 14,000 daily.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulation in 50 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada monthly. Sub'n \$1 per yr. 25c. line, Cincinnati, O.

CLOTHIERS and men's furnishers! Publish your own paper! We can supply you with any number of copies of MEN'S ATTIRE at very low rates. Cannot be touched for results. Send for sample copies and full particulars. LEAGUE PUBLISHING CO., Lexington Bldg., New York.

THE GOLFER for 1897 will be invaluable to advertisers of good goods of all descriptions. This magazine has the wealthiest clientele in America. It has a circulation that exceeds any other local publication, and its general patronage embraces the leading advertisers of the highest class. If you have good goods, appealing to the better class, your advertisement should be in THE GOLFER. Rates of the agencies or THE GOLFER, Boston.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertising and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

GOOD HOUSEKEEPING, • Springfield, Mass.

gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pocket book." One of the best mediums to reach over 50,000 families is GOOD HOUSEKEEPING.

Published monthly by Clark W. Bryan Co.

Address all communications about advertising to H. P. HUBBARD, 36 TIMES Bldg., N. Y.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

TIME-SAVING mail list type, has typewriter face, large and lean; is self-spacing; cheapest 16-pt. mail type made. Also acne mailer, \$15 net, equal to \$30 mailers. AM. TYPE FOUNDERS' CO. See list of branches under "For Sale" heading.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

TYPE—The leaders of type fashions. AM. TYPE FOUNDERS' CO. Branches in 15 cities.

STEREOTYPE, Linotype and electrolyte metals; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, 25 cents a line, for each insertion. One line inserted once, \$2 weeks, for \$2, 6 months for \$12, 3 months for \$4.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertising and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O. FARMERS' HOME JOURNAL, Louisville, Ky., goes weekly to 12,000 of the wealthiest farmers of Kentucky and Tennessee.

BAKING.

THE HELPER, 712 Security Building, Chicago.

BOOTS AND SHOES.

"BOOTS AND SHOES" WEEKLY, N. Y. City.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1895, present circulation 6,000 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

HOUSEHOLD.

DETROIT COURIER. Circ'n around Detroit greater than any other weekly. The family paper of the country.

MEDICINE.

LEONARD'S ILLUSTRATED MED'L JOURNAL, Detroit, Mich., has 10,000 each issue; proved.

MOTOCYCLE.

MOTOCYCLE, 1656 Monadnock Block, Chicago.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

THE PALACE

NOW ON EXHIBITION AT
GEO. KISSAM

253 Broadway,



Containing the advertisements of America's most prominent advertisers at the least expense for most publicity.

DO YOU

STREET CAR

ON AT THE OFFICES OF
SSAM & CO.,

New York.



ominant advertisers, who wish to reach the Great American Public at
DO YOU?

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.

1st Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a year, in advance.

2nd For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1891) the end of the century.

3rd Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

4th Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

5th If any person who has not paid for it is receiving Printers' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.

CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, SEPTEMBER 16, 1896.

ANY one can understand good pictures in the ad.

CONCENTRATION is the secret of success in advertising.

IT costs as much to be stingy in advertising as to be extravagant.

THERE is no reason why he who advertises little may not advertise well.

GOODS that can be sold in any season should be advertised in every season.

THE man who thinks he knows all about advertising will soon find out he has much to learn.

IT pays better to tell the truth and lose temporarily than to state a falsehood and lose permanently.

IT is not the medium that brings replies that is valuable; it is the medium that brings customers.

THERE are 94 miscellaneous societies, each represented by a single newspaper, whose combined circulation is 252,395 copies each issue.

ANARCHY, communism and socialism combined are represented by 15 newspapers, whose total circulation each issue is placed at 29,445.

SEVEN newspapers are published in the interests of the building loan associations. Their combined circulation is 17,250 copies each issue.

A SPRINKLE of humor, a dash of wit, a pinch of fun, make good sauce for the ad brimful of prices and facts. Always be pleasant; never be cynical.—*Hat Review*.

THE most trade is secured by the best, not the most, advertising.

MAKE your sentences grammatical. The man who is now advertising to "send a receipt that will *earn* you how, etc.," is a bad advertiser, because he gives people the impression that he is ignorant.

THE growth of the business of the Geo. P. Rowell Advertising Co. has necessitated opening a Western office at 434 The Rookery, Chicago. The new branch is in charge of Mr. T. F. Kennedy, formerly of the New York office.

THERE are 53 newspapers and magazines devoted to engineering in all its branches and mining. Their combined circulation each issue is 117,785. *Locomotive Engineering*, a monthly in New York City, is given the largest circulation of any in the entire class. It prints not less than 25,000 copies.

THE strictly commercial and financial newspapers number 161. Their combined circulation each issue is 281,270. Two only are rated as high as 15,000, viz.: *Boston Banker and Tradesman* (15,219) and *Philadelphia Traffic* (15,000). Eighteen of them are issued daily and most of the others weekly.

STAVING power is the chief element of success. It is the merchant who determines to "fight it out on this line if it takes all summer" that wins in the end. All the schemes and dash that energy and enterprise can suggest are of little avail if not backed by the indomitable "pegging away" spirit of Lincoln and Grant.—*Dry Goods Reporter*.

WITH the November issue *Munsey's Magazine* will reduce its advertising rates from \$500 net, per page, to \$400 per page, with a discount of 25 per cent for 12 consecutive insertions. The reason given is an endeavor to reduce rates to a point that will meet the temporary stagnation and depression that prevail in business at the present time. It is rarely that we find a publication whose circulation is increasing reducing its advertising rates, the general usage being to raise them constantly in proportion to the increase in circulation. The September issue of *Munsey's* contains fifty-four pages of advertising.

THE ADVERTISING AGENCIES OF
N. Y. CITY.

HERBERT BOOTH KING & BROTHER.

Mr. Herbert Booth King started in the advertising agency business in 1883. He was then a young man of twenty-four and had previously been employed by Harper & Brothers in the preparation of their advertisements. Two years later Mr. King's brother (F. L. King) joined the concern, which then assumed the name of Herbert Booth King & Brother. Mr. F. L. King came from Wall street, where he had for eleven years held positions of trust.

Up to January, 1895, the agency of Herbert Booth King & Brother was situated at 202 Broadway. When these quarters became too cramped it was decided to "move up town." The agency is now domiciled at 32 East 23d street, where it has a thorough equipment for the preparation of advertisements, including not only editorial, typographical and press rooms, but a thorough art department. The artistic merit of the advertisements

published a monthly called *The King's Jester*, which contained humorous advertisements, suggestions to retailers and other matter of interest to advertisers. This publication has been discontinued. The King Brothers started the successful periodical called *Fashions*, which is published on a co-ope-



F. L. KING.

tive plan which has succeeded in giving it a large circulation.

Mr. Herbert Booth King is well known in the metropolis and very popular among newspaper men. He is fond of entertaining, and numbers among his acquaintances a host of friends, all of whom regard him as the "best of good fellows."

FREE SHINES.

"Free shines" are becoming a great fad with shoe dealers in connection with advertising their business and drawing the attention of probable customers to their store. It is not an unusual sight to see a bootblack stationed in front of a retail store prepared to shine free of charge boots or shoes that have the name of the dealer thereon. In one city a retailer has a large sign displayed in a prominent place stating that between the hours of 8 a. m. and 12 m. any person could have their boots shined free. These means are employed to attract the attention of the people to the stores and to make an impression upon the public mind.—*Shoe and Leather Facts*.

IN CLOSE TOUCH WITH THE HOUSE.

Merchant—I hear you have left the firm you were with for the past year.

Traveler—Yes, they got too close for me.

Merchant—How so?

Traveler—How so? Great Scot, man, they wanted to give me a salary based on the sales I made!—*Exchange*.



H. B. KING.

constructed by the King agency has often been commented upon; there is an originality and breezy atmosphere about them that makes them acceptable to people who read and are convinced by advertisements. It has been the successful aim of the agency to make its imprint a guarantee of originality and finish.

For several years the Messrs. King

LEADING NEWSPAPERS.

IV.

To decide which is the leading newspaper in a place where there are several, is oftentimes a pretty ticklish job. The Rand-McNally Official Railway Guide for August, published at 174 Adams street, Chicago, contains a department called "Travelers' Hand Book," wherein may be found short stories about States and principal towns and cities. The interesting feature of this department, that has led to this reference to it, is a designation of the leading newspaper in a majority of the towns described. The information seems to have been compiled with some care, and the concluding portion of it is here reproduced as of considerable interest to advertisers. Any one having knowledge of facts going to convict the "Travelers' Hank Book" of error is invited to send the same to the editor of PRINTERS' INK.

LEADING OKLAHOMA NEWSPAPERS.

Edmond	Sun-Democrat.
El Reno	Eagle.
Guthrie	Capital.
Hennessey	Clipper.
Kingfisher	Free Press.
Norman	Democrat.
Oklahoma City	Press-Gazette.

LEADING OREGON NEWSPAPERS.

Albany	Herald.
Astoria	Astorian.
Baker City	Democrat.
Corvallis	Times.
Eugene	Guard (daily and weekly).
La Grande	Gazette.
Oregon City	Enterprise.
Pendleton	East Oregonian.
Portland	Oregonian.
Roseburg	Review.
Salem	Oregon Statesman.
Dalles	Chronicle.

LEADING PENNSYLVANIA NEWSPAPERS.

Allegheny	Alleghenian.
Allentown	City Item.
Altoona	Mirror.
Ashland	Telegram.
Ashley	Observer.
Athens	News.
Beaver Falls	Tribune.
Bellefonte	Gazette.
Bennett	Star.
Bethlehem	Times.
Blairsville	Enterprise.
Bloomsburg	Daily Sentinel.
Braddock	News.
Bradford	Era.
Pistol	Gazette.
Butler	Times.
Carbondale	Leader.
Carlisle	Sentinel.
Catasauqua	Valley Record.
Chambersburg	Franklin Repository.
Chester	Daily Times.
Coatsville	Chester Valley Union.
Columbia	News.
Connellsville	Courier.
Conshohocken	Recorder.
Corry	Flyer.
Danville	Sun.
Dubois	Express.

Dunmore Pioneer.
Easton Argus (daily and weekly).

Erie Evening Herald.

Franklin Evening News.

Gettysburg Compiler.

Girardville Press-Times.

Greenville Progress.

Greensburg Tribune.

Hanover Record.

Harrisburg Patriot.

Hazleton Sentinel.

Homestead News.

Honesdale Independent.

Huntington News.

Johnstown Tribune.

Kittanning Union Free Press.

Lancaster New Era.

Lansford Record.

Latrobe Clipper.

Lebanon Report.

Lewisburg Saturday News.

Lewiston Democrat and Sentinel.

Lock Haven Democrat.

Mahanoy City Record.

Mauch Chunk Times.

McKeesport Herald.

Meadville Tribune-Republican.

Mechanicsburg Independent Journal.

Middletown Journal.

Minersville Free Press.

Monongahela Republican.

Mount Carmel News.

Mount Pleasant Journal.

Nanticoke Sun.

New Brighton News.

New Castle Courant.

Norristown Herald.

Oil City Derrick.

Olyphant Gazette.

Philipsburg Journal.

Phoenixville Republican.

Pittsburg Times.

Pittston Gazette.

Plymouth Star.

Pottstown News.

Pottsville Republican.

Reading Eagle.

Renovo News.

Rochester Argus.

Schuylkill Haven Call.

Scranton Truth.

Shamokin Dispatch.

Sharon Telegraph.

Sharpsburg Herald.

Shenandoah Evening Herald.

St. Clair Local.

Steelton Advocate.

Stroudsburg Democrat.

Sunbury Daily.

Susquehanna Transcript.

Tamaqua Courier.

Tarentum Sun.

Titusville Herald.

Towanda Review (daily and w'kly).

Tyrone Herald.

Uniontown News Standard.

Warren Evening Mirror.

Washington Reporter.

Waynesboro Village Record.

West Chester Local News.

Wilkes Barre Record.

Wilkinsburg Call.

Williamsport Sun.

York Dispatch.

LEADING RHODE ISLAND NEWSPAPERS.

Bristol Phoenix.

East Greenwich Rhode Island Pendulum.

East Providence Eagle.

Narragansett Pier	Herald.	Denison	Herald.		
Newport	News.	Denton	Chronicle.		
Oneyville	Times.	Dublin	Progress.		
Pawtucket	Times.	Eagle Pass	Guide.		
Providence	Journal.	El Paso	Times.		
Warren	Gazette.	Ennis	Meteor.		
Westerly	Tribune.	Fort Worth	Gazette.		
Woonsocket	Reporter.	Gainesville	Register.		
LEADING SOUTH CAROLINA NEWSPAPERS.					
Aiken	Journal and Review.	Georgetown	Sun.		
Anderson	Intelligencer.	Greenville	Banner.		
Canden	Wateree Messenger.	Henrietta	Chieftain.		
Charleston	News and Courier.	Hillsboro	Mirror.		
Columbia	State.	Houston	Post.		
Darlington	News.	Jefferson	Implicite.		
Florence	Messenger.	Laredo	Daily Times.		
Georgetown	Times.	Marlin	Ball.		
Greenville	News.	Marshall	Morning Star.		
Laurens	Advertiser.	McKinney	Democrat.		
Newberry	Herald and News.	Navasota	Tablet.		
Orangeburg	Times and Democrat.	Orange	Tribune.		
Rock Hill	Herald.	Palestine	Semi-Weekly Times.		
Spartanburg	Herald.	Paris	Advocate.		
Sumter	Watchman and Southron.	San Angelo	Standard.		
LEADING SOUTH DAKOTA NEWSPAPERS.					
Aberdeen	News.	San Antonio	Express.		
Brookings	Press.	San Marcos	Texas Democrat.		
Dead wood	Black Hills Times.	Sherman	Register.		
Hot Springs	Star.	Sulphur Springs	Alliance Vindicator.		
Huron	Huronite.	Taylor	Texan.		
Lead	Tribune.	Temple	Saturday Sun.		
Madison	Leader.	Terrell	Times-Star.		
Mitchell	Republican.	Tyler	Democrat-Reporter.		
Pierre	Capital.	Vernon	Guard.		
Rapid City	Journal.	Victoria	Advocate.		
Sioux Falls	Argus-Leader.	Waco	Day-Globe.		
Watertown	Public Opinion.	Waxahachie	Enterprise.		
Yankton	Press and Dakotan.	Weatherford	Tribune.		
LEADING TENNESSEE NEWSPAPERS.					
Athens	Post.	Wichita Falls	Herald.		
Bristol	Courier.	LEADING UTAH NEWSPAPERS.			
Brownsville	Democrat.	Brigham	Bugler.		
Chattanooga	Times.	Eureka	Tintic Miner.		
Clarksville	Leaf Chronicle.	Logan	Journal.		
Cleveland	Herald.	Mount Pleasant	Pyramid.		
Columbia	Herald.	Nephi	Courier.		
Dayton	Times.	Ogden	Standard.		
Dyersburg	Neal's State Gazette.	Park City	Record.		
Fayetteville	Observer.	Payson	Globe.		
Franklin	Review-Appeal.	Provo City	Enquirer.		
Gallatin	Tennessean.	Salt Lake City	Tribune.		
Humboldt	Messenger.	Spanish Fork	Sun.		
Jackson	Whig.	Springville	Independent.		
Johnson City	Comet.	LEADING VERMONT NEWSPAPERS.			
Knoxville	Tribune.	Barre	Granite City.		
Lebanon	Democrat.	Bellows Falls	Times.		
Memphis	Commercial.	Bennington	Reformer.		
Morristown	Gazette.	Brandon	Union.		
Murfreesboro	Free Press.	Burlington	Free Press.		
Nashville	American.	Brattleboro	Reformer.		
Paris	Post Intelligencer.	Fair Haven	Vermont Record.		
Pulaski	Citizen.	Manchester	Journal.		
Rockwood	Times.	Montpelier	Argus and Patriot.		
Shelbyville	Gazette.	Rutland	Herald.		
Tracy City	News.	St. Albans	Messenger.		
Tullahoma	Guardian.	St. Johnsbury	Republican.		
Union City	Democrat.	Winooski	Journal.		
Winchester	Home Journal.	LEADING VIRGINIA NEWSPAPERS.			
LEADING TEXAS NEWSPAPERS.					
Abilene	News.	Alexandria	Gazette.		
Austin	Statesman.	Bedford City	Democrat.		
Beaumont	Enterprise.	Charlottesville	Progress.		
Belton	News.	Danville	Register.		
Bonham	Farmers' Review.	Farmville	Herold.		
Brenham	Banner.	Fredericksburg	Free Lance.		
Brownsville	Herald.	Hampton	News.		
Brownwood	Bulletin.	Harrisonburg	Spirit of the Valley.		
Bryan	Pilot.	Lexington	Gazette.		
Calvert	Citizen Democrat.	Luray	Courier.		
Columbus	Citizen.	Lynchburg	News.		
Corpus Christi	Star.				
Corsicana	Courier-Light.				

NOTE.—The characterization of the papers designated here as the leading ones in the towns named is that of the Rand-McNally Travelers' Hand Book for August, 1896.

Manchester.....	Leader.	Oconomowoc.....	Wisconsin Free Press.		
Newport News.....	Sun.	Oconto.....	Reporter.		
Norfolk.....	Virginian.	Oshkosh.....	Northwestern.		
Petersburg.....	Index Appeal.	Platteville.....	Witness.		
Portsmouth.....	Progress.	Portage.....	Democrat.		
Richmond.....	Dispatch.	Prairie du Chien.....	Union.		
Roanoke.....	Times.	Racine.....	Journal.		
Salem.....	Times Register.	Rhinelander.....	New North.		
Staunton.....	News.	Ripon.....	Commonwealth.		
Suffolk.....	Progress.	Sheboygan.....	Journal.		
West Point.....	Virginian.	Sparta.....	Herald.		
Winchester.....	Times.	Stevens Point.....	Gazette.		
Wytheville.....	Enterprise.	Stoughton.....	Hub.		
LEADING WASHINGTON NEWSPAPERS.					
Aberdeen.....	Bulletin.	Superior.....	Leader.		
Centralia.....	News.	Two Rivers.....	Chronicle.		
Chehalis.....	Nugget.	Washburn.....	Itemizer.		
Cheney.....	Sentinel.	Watertown.....	Gazette.		
Colfax.....	Commoner.	Waukesha.....	Freeman.		
Dayton.....	Chronicle.	Waupun.....	Times.		
Ellensburg.....	Capital.	Wausau.....	Pilot Review.		
Everett.....	News.	Whitewater.....	Register.		
Fairhaven.....	Herald.	LEADING WYOMING NEWSPAPERS.			
Montesano.....	Vidette.	Carbon.....	Black Diamond.		
New Whatcom.....	Reveille.	Cheyenne.....	Leader.		
North Yakima.....	Yakima Herald.	Evanston.....	New Register.		
Olympia.....	Olympian.	Green River.....	Star.		
Port Townsend.....	Leader.	New Castle.....	News Journal.		
Puyallup.....	Commerce.	Laramie.....	Boomerang.		
Seattle.....	Post-Intelligencer.	Rawlins.....	Journal.		
Snohomish.....	Democrat.	Rock Springs.....	Miner.		
Spokane.....	Review.	LEADING BRITISH COLUMBIA NEWSPAPERS.			
Sprague.....	Mail.	Nanaimo.....	Free Press.		
Tacoma.....	Ledger.	New Westminster.....	Columbian.		
Vancouver.....	Register.	Vancouver.....	World.		
Walla Walla.....	Statesman.	Victoria.....	Colonist.		
LEADING WEST VIRGINIA NEWSPAPERS.					
Charleston.....	Kanawha Gazette.	Brandon.....	Sun.		
Charleston.....	Farmer's Advocate.	Portage la Prairie.....	Manitoba Liberal.		
Clarksburg.....	News.	Winnipeg.....	Manitoba Free Press.		
Grafton.....	Leader.	LEADING NEW BRUNSWICK NEWSPAPERS.			
Hinton.....	Independent Herald.	Chatham.....	World.		
Huntington.....	Advertiser.	Fredericton.....	Gleaner.		
Keyser.....	Tribune.	Moncton.....	Times.		
Martinsburg.....	World.	St. Andrew's.....	Beacon.		
Moundsville.....	Herald.	St. John.....	Telegraph.		
New Cumberland.....	Independent.	Woodstock.....	Press.		
Parkersburg.....	Daily State Journal.	LEADING NORTHWEST TERRITORY NEWSPAPERS.			
Piedmont.....	Herald.	Calgary.....	Tribune.		
Wellsburg.....	Pan Handle News.	Prince Albert.....	Times.		
Wheeling.....	Intelligencer.	Regina.....	Leader.		
LEADING WISCONSIN NEWSPAPERS.					
Antigo.....	Republican.	Amherst.....	Press.		
Appleton.....	Evening Crescent.	Dartmouth.....	Atlantic Weekly.		
Ashland.....	Press.	Halifax.....	Herald.		
Baraboo.....	Republic.	Lunenburg.....	Argus.		
Beaver Dam.....	Argus.	New Glasgow.....	Enterprise.		
Beloit.....	Free Press.	Truro.....	Colchester Sun.		
Berlin.....	Journal.	Yarmouth.....	Times.		
Black River Falls.....	Post.	LEADING ONTARIO NEWSPAPERS.			
Chippewa Falls.....	Independent.	Almonte.....	Gazette.		
Columbus.....	Republican.	Arnprior.....	Chronicle.		
De Pere.....	Democrat.	Barrie.....	Northern Advance.		
Eau Claire.....	Leader.	Bellefonte.....	Ontario.		
Fond du Lac.....	Reporter.	Berlin.....	News.		
Green Bay.....	Gazette.	Bowmanville.....	Canadian Statesman.		
Hudson.....	Star and Times.	Brampton.....	Panner.		
Janesville.....	Gazette.	Brantford.....	Expositor.		
Jefferson.....	Banner.	Brockville.....	Times.		
Kaukauna.....	Sun.	Chatham.....	Planet (daily and w'kly).		
Kenosha.....	Gazette.	Cobourg.....	Sentinel.		
La Crosse.....	Press.	Collingwood.....	Bulletin.		
Madison.....	Democrat.	Cornwall.....	Standard.		
Manitowoc.....	Pilot.	Deseronto.....	Tribune.		
Marinette.....	Eagle.	Dundas.....	True Banner.		
Marshfield.....	News.	Galt.....	Reformer.		
Menasha.....	Saturday Evening Press.	Gananoque.....	Journal.		
Menomonie.....	News.	Goderich.....	Signal.		
Merrill.....	Advocate.	Guelph.....	Mercurv and Advertiser.		
Milwaukee.....	Sentinel.				
Mineral Point.....	Democrat.				
Monroe.....	Evening Times.				
Neenah.....	Times.				

NOTE.—The characterization of the papers designated here as the leading ones in the towns named is that of the Rand-McNally Travelers' Hand Book for August, 1896.

Hamilton	Spectator.
Ingersoll	Chronicle.
Kingston	News.
Lindsay	Canadian Post.
Napanee	Beaver.
Niagara Falls	Review.
Ottawa	Free Press.
Owen Sound	Advertiser.
Pembroke	Observer.
Perth	Courier.
Peterborough	Review.
Petrolia	Topic.
Picton	Times.
Port Hope	Times.
Sarnia	Observer.
Smith's Falls	News.
St. Catharines	Standard.
St. Mary's	Journal.
St. Thomas	Journal.
Stratford	Herald.
Strathroy	Age.
Toronto	Globe.
Walkerton	Herald.
Windsor	Record.
Woodstock	Sentinel-Review.
LEADING PRINCE EDWARD ISLAND NEWSPAPER.	
Charlottetown	Guardian.
LEADING QUEBEC NEWSPAPERS.	
Coaticook	Observer.
Hull	Dispatch.
Montreal	Star.
Quebec	Telegraph.
Sherbrooke	Gazette.
Sorel	News.
St. Johns	News.

NOTE.—The characterization of the papers designated here as the leading ones in the towns named is that of the Rand-McNally Travelers' Hand Book for August, 1896.

♦♦♦

IN BOSTON CHINATOWN.

The proprietors of the Chinese restaurants along Harrison avenue seem to have acquired modern methods of doing business. The eating houses there have sprung up in large number in a year or two, and competition for the trade of the Melican man is now quite keen. One institution on the street floor has determined to bid for custom in the Yankee way, and in its window may be seen two placards, one of which reads:

LI HUNG CHANG,
OUR GREAT STATESMAN,
Eats Same Sort Chop Soy We Give Here.

And its immediate neighbor declares:

SAME KIND CHOP SOY
COOKED AT PEKIN PALACE ARE
SERVED HERE.

If this is not using the present visit of the viceroy to good advantage, let us have a better sample, even from the advertising American.—*Boston Traveler.*

THE REPORTER.

The reporter makes the American press what it is to-day. It is he who writes the paper. Every great newspaper is interesting or dull, good or bad, in proportion to the collective ability of the reporters on its staff, and to the dash, energy and brains of the men at the "desk," who were once reporters themselves, and who are valuable at the desk in proportion as they were valuable as reporters.—*L. J. Vance, in The Bachelor of Arts.*

NOTES.

MR. H. D. LA COSTE has been appointed Eastern representative of the *St. Joseph (Mo.) Herald.*

The September issue of the *Druggists' Circular* is said to contain more original articles than have ever been published in a single issue of any pharmaceutical journal.

The *Journal* has a novel and useful advertisement in the shape of a small iron bar, which is used as a paper weight on newsstands, and prevents the papers blowing away on stormy days. Stamped on the metal in prominent letters are the words, "Buy the *Journal*!"

An Eastern grocer recently advertised that any man who takes two drinks of whisky a day for a year, at a cost of ten cents each, can, for the same money, have at his store 30 sacks of flour, 220 pounds of granulated sugar, 72 pounds of good coffee and \$2.50 in cash as a premium on the transaction.—*Chicago Grocer.*

BUSINESS IS BUSINESS.

A good deal of unnecessary indignation is sometimes manifested by merchants when asked to give a statement of their affairs by those from whom they ask credit. A case in point was that of a dealer who was obliged to close up through loss from fire. Shortly after he asked for credit to assist in re-establishing himself in business, but when requested to furnish a statement of his affairs positively refused to do so, although complaining bitterly of the apparent lack of confidence in him by those with whom he desired to deal. In a great measure this state of things was his own fault, for though others sympathized with him in his misfortune, still they were bound to protect themselves. Business is business.—*Shoe and Leather acts.*

FOR SALE IN NOVEMBER.

There is a huge signboard erected by an enterprising real estate firm near the Northwestern right of way, just beyond Fort Sheridan. Suburbanites smile every time they glance toward it. This is the inscription that meets their gaze:

THIS PROPERTY IS NOT FOR SALE
UNTIL
M'KINLEY AND HOBART,
HONEST MONEY AND PROTECTION,
WIN.

♦♦♦
—*Chicago Post.*

NOT COMPLIMENTARY TO REPORTERS.

A rural Georgia preacher, finding the weather too warm, pulled off his coat and preached in his shirt sleeves. After the sermon a good brother, thinking an editor who was present would make a sensation of the incident, said to the parson:

"I don't suppose you knew, when you pulled off your coat to-day, that one of them newspaper fellers was in meetin'?"

"Yes, I did," replied the preacher. "But I had my eye on it all the time!"—*Atlanta Constitution.*

SUPERSEDED.

"It is simply astonishing the way the bicycle is displacing the horse!"

"It is, indeed. Yesterday I found a piece of rubber tire in my sausage."—*Cincinnati Enquirer.*

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers every where are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

I happen to know the story of a proprietary medicine that made a stir in the world a few years ago. It was a consumption cure. It was really a good thing. It actually cured some cases of genuine consumption, after they had been given up by physicians like Loomis of New York and Ingals of Chicago. The secret formula and methods were the product of an eminent Western physician—a man who had held high positions in colleges and hospitals, who had gained the respect of the profession, and who until the announcement of his "cure" had always been strictly "regular."

During the first two years and a half this medicine paid its proprietors enormous dividends. Then it dropped out of sight. Nowadays one seldom hears of it. Why? Not because it was not in some small measure, at least, what was claimed for it. Simply because its advertising had a "lie" for a basis and deception for a policy.

The "lie" was a continual repetition of the claim it was a regular medicine, indorsed by all physicians, everywhere. The deception was the effort to make people believe that all its advertisements were unpaid news publications.

Both falsehoods worked for a while. The doctors, relying upon the eminence of the physician whose name it bore and upon the assertion that in due time the formula would be made public, took up the medicine and boomed it. The public for a time believed that the advertisements, which were skillfully disguised and published as pure news matter, were really what they purported to be. While the falsehoods worked the business boomed; but they didn't work long. The "regular" doctors found that they had been hoodwinked and deceived into indorsing something that, no matter how meritorious, they would have ignored had they known the formula were to remain secret.

The disapproval of the "regular"

physicians would not have amounted to much, had not the promoters persisted in their original assertion that the medicine was indorsed and prescribed by all physicians. This assertion from a semi-lie had degenerated into a double-dyed falsehood of huge proportions. Not one physician in 5,000 would either indorse or prescribe it, now that it was recognized as a secret remedy. This fool assertion practically invited, or rather urged, every prospective purchaser of the medicine to go and ask his physician about its merits. Of course, the physician cussed the medicine in round terms, and advised the prospective purchaser not to touch it with a forty-foot pole. Every time this happened, and it happened about every time, a customer was lost.

Thoroughly mad over the successful trick played upon them, the "regular" doctors proceeded to expose upon every possible occasion, by tongue and pen, the deceptive feature of the medicine's advertising. The public soon realized that it had been fooled on two points, and naturally came to the conclusion that it was being fooled on all others.

Thus was a good thing slaughtered in its own household. Oh! my brothers, will you never learn that it don't pay to lie, that it won't pay to lie, and that it can't pay to lie. The plain, simple truth about this medicine was big enough, broad enough, and enough. An undiscovered lie is bad enough—in this case it was a lie persisted in after every reading man and woman in the country knew that it was a lie.

It is possible that this "good thing" might have been saved, after the doctors abandoned it, if it had been promptly put before the public on a basis of truth. Had this been done, even the "regular" doctors in time, forced to recognize its merits, might have ceased to abuse it, and when a sufferer asked about it have said, as they do about many meritorious proprietary medicines: "Oh, I cannot prescribe it, but it will do no harm to try it."

A lie advertised is a boomerang that

will eventually knock out the advertiser. Every time.

* *

RETAIL ADVERTISING.

J. F. Brown & Co., of Toronto, are house furnishers and sell on credit. They follow a system of bookkeeping which they have patented. They think it is the best system in the world. Their idea is that it would be a good thing for every house in the same business to follow the same method of keeping accounts. They have therefore issued a sixteen page booklet that tells about their patent system. This booklet is mailed to furniture dealers in the hope that J. F. Brown & Co. may interest them to the extent of selling the books necessary to operate their patent system.

I have received a copy of the booklet and am asked to criticise it. It is entitled "The Backbone of Business," and the cover is quite attractive. The printing inside is not as neat and inviting as it might be. There is not enough margin on the pages. Perhaps there is a little too much reading matter in the booklet, but it is well written. The reading matter is broken up into paragraphs in such a way as to look inviting and readable. There is quite a bit of philosophy in the booklet, and on the whole I think it first rate. I reproduce some of the matter, because portions of it can be used by other readers of PRINTERS' INK :

THE BACKBONE OF BUSINESS.

There is a system in everything, even in a junk-shop.

Without system there is nothing and anything without system is nothing.

A store is something or nothing according to system.

Good stores have good systems.

The best stores have the best systems.

The store does not make the system, the system makes the store, and the best system makes the best store.

But stores differ, so systems must differ.

The success of a store, as far as inside management is concerned, depends on details.

On carefulness in looking after the little things.

On accuracy in having everything in black and white.

On not trusting to memory for anything.

On having items so check each other that forgetfulness, carelessness and dishonesty are impossible, and money-leaks thereby are stopped at once and forever.

Leaks are bad anywhere, but in business they are dangerous.

The proper system will stop the leaks, and the proper system is one of keeping books and accounts.

There is one system specially adapted to Furniture, Carpet, Stove and Housefurnish-

ing stores, and that is the one we wish to tell you about. It has the approval and admiration of the most expert accountants.

We propose to give the trade at large the benefit of it.

The system is inexpensive.

It gives a balance in a moment.

It "trues" your business every month.

It sweeps things clean as you go.

It saves referring back, by a special device keeping all accounts in view.

It prevents confusion or mixing of accounts.

It makes it impossible for clerks or accountants to manipulate the figures, to forget an entry or to miss a single item in the day's transactions.

It saves time and saves money, not only in theory, but in cold cash.

It shows at end of each month how much you have sold, how much you have disbursed, how much cash you have received, how much there has been in discounts or in goods returned, and the amount in bad debts.

Is it not to your interest to know in a moment, if need be, just what your assets and liabilities are?

The safety automatic system is easy, simple and complete.

It does not require an accountant or high-priced bookkeeper.

Anybody with intelligence can operate it.

A good bookkeeper will appreciate it at first sight.

Anybody else can learn it in a day.

What it has enabled me to do, it will enable you to do.

The system is not for sale, but

You can buy the books necessary to operate it.

I only charge you what the books would cost you anywhere else, so practically

You get the system and my ten years' experience free.

The system is patented and I will protect it.

I offer its use at such a bargain it would not pay to try to duplicate it.

My own business shows how the Safety Automatic System has helped me. It will do just as much for you.

It is needed in small stores as well as big.

* *

Mr. Marvin Lincoln, of Malden, Mass., is a manufacturer of artificial arms. Printed upon his business stationery is the following :

To whom it may concern :

I shall be pleased to assist you in any way to a thorough knowledge of the merits of my Artificial Arms. My long study of the various forms of amputation of the human arm and hand (since 1863) and my uniform success in the application of the artificial substitute, enable me to say that my arm equips the person who has lost an arm or hand, or any part of either, the most completely and reliably of any, whether for the Field, the Workshop, the Office or the Parlor. I solicit the most careful and thorough investigation.

Mr. Lincoln apparently claims to make better artificial arms than anybody else, although he has struggled through a fearfully and wonderfully made sentence to say so. His business is one, I think, in which all armless and handless people would be vitally

interested. I should think he would jump at the opportunity to get into communication with such people.

It seems, however, that Mr. Lincoln does not believe in letting people know what good artificial arms he makes. He seems to think that, by some mysterious means, afflicted people will learn of his whereabouts and his business. The Chicago Press Clipping Bureau wrote to Mr. Lincoln, and proposed to furnish him with a daily report of amputations throughout the country. The Chicago concern naturally presumed that such a report would be of great value to Mr. Lincoln in advertising his business; but Mr. Lincoln answered the Press Clipping Bureau as follows:

LINCOLN'S ARTIFICIAL ARM,
38 Sprague Street.
MALDEN, Mass., Aug. 31, 1896.

Theo. Wiese, Manager, etc.:

MY DEAR SIR—I return herewith the sample of your last issue of daily report of amputations, etc. I only manufacture arms, as you will see by the above heading, and I do not go into any *scramble* for patronage—simply take such as comes to me from my reputation as a manufacturer. I have been before the public in this specialty since June, 1863, and turn my back to no manufacturer in the world. I am represented by my work in both sections of this continent and in almost every country on the Eastern Continent, and only want such patronage as comes to me as above stated. I make the foregoing to show you that your publication will be of no practical value to me. Very truly yours,

MARVIN LINCOLN.

I am giving considerable space to this matter because there are so many other men just like Mr. Lincoln. They possess a false modesty about advertising.

Advertising is not a scramble for patronage. It is business news. It conveys information that is often of far more value to the public than to the advertiser. Mr. Lincoln's ideas are exactly wrong. He should do everything in his power to let the afflicted people know that he can help them. It is manifestly many times more important for an armless man to know about Mr. Lincoln's Artificial Arms, than it is for Mr. Lincoln to tell him. What is needed is some method to put the armless person into communication with the manufacturer of the artificial arms. Advertising in some way is necessary. Reputation alone won't do it.

Mr. Lincoln is certainly not in business for fun. He is in it to make money. He can make more money by advertising his business than he can

by his reputation. In refusing to do business with a concern that will put him into communication with the very people he wants to reach, he is doing something that "Passeth all understanding."

* * *

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For a Hatter.

We Put This Here

because you'll see it. This is an invitation to look at our New Fall Derbys.

We'll be really glad to have you look—because the looker of to-day is to-morrow's buyer.

\$1.90 'stead of \$2.50. \$2.40 'stead of \$3.00.

For a Clothier.

Different

Ways of Talking!

Some people talk with their mouths, others with their fingers. We talk through our goods. No matter how much we talk about the goods, if the goods did not speak for themselves, all our description would flat.

No such value anywhere as our All Wool Men's Suits at \$6, \$8 and \$10. If you call in you will see for yourself.

We can fit your boy in a Nice, Stylish Suit from \$1.50 upwards.

For a Laundry.

Do You Know

that we can do your family washing for you better than you can do it yourself, and cheaper, too. We have new special machinery for this special purpose. One of these machines will iron 1,000 sheets and tablecloths every day and not leave a wrinkle in any of them. Try us and be convinced that our work and prices are all right. A postal card will bring the wagon to your door, no matter where you live.

We are up to date on all other kinds of work.

For Wall Paper.

We Are Candidates

for business and this week we are talking about Wall Paper. We want you to buy your paper of us. If you are one of the people who are building houses this year, come in and see how cheap we can sell. Our stock is full of the new styles and new designs.

PRICES, 4 CTS. TO \$2.00.

THE BUSY ADVERTISEMENT.

The advertisement and the gas meter have many points of similarity—both work day and night, in good weather and bad, and neither gets drunk.—*Electrical Review*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line.
Must be handed in one week in advance.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper,
Los Angeles Times. Circ's over 18,000 daily.

IOWA.

DUBUQUE HERALD, founded 1836. Family circulation: up to date; circulation steadily increasing. Is it on your list?

WEEKLY SENTINEL, Carroll, twelve-page paper, all home print, largest circulation of any weekly in county. Guaranteed by Roll of all. The DAILY SENTINEL is the only daily in one of Iowa's best counties. Rated low, perhaps not so low as papers with half the circulation, but they are based on circulation, and pay advertisers.

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special News-paper Representative.

THE FARMERS' HOME JOURNAL, LOUISVILLE, KY.

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1865. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

MICHIGAN.

DETROIT COURIER. Circulation around Detroit greater than other weekly. The family paper of Wayne County.

JACKSON (Mich.) CURIOT, morning. Sunday and with a week. The Evening Press. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

MISSOURI.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

MONTANA.

HELENA INDEPENDENT—6,340 Daily, 6,340 Sunday, 3,385 Weekly. Leading newspaper in the Treasure State. H. D. LA COSTE, 38 Park Row, New York, Eastern manager.

NEW JERSEY.

THE Red Bank REGISTER has special pages each week devoted to real estate news, sporting events, personal and social matters, village happenings and general local news.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea-table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a clean and legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 18,000. Daily, 8,745; Weekly, 6,000. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, See Agta. Foreign Advertising, New York and Chicago.

RAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world. Targeted at the many hundred thousand suggestions for catch-lines, reading matter and the typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

NORTH CAROLINA.

THE NEWS is not only the only afternoon paper in Charlotte, a city of 16,651 population, but it has a larger circulation in this city than any other paper. The same is true of the TIMES' (weekly) circulation in Mecklenburg County. The NEWS and TIMES combined have more circulation in Charlotte and Mecklenburg than any other three papers. Advertising rates are reasonable. W. C. DOWD, editor and proprietor.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly.

LEADING daily and weekly papers in Eastern Ohio. THE VINDICATOR, Youngstown, 8,400 d., 6,000 weekly.

PENNSYLVANIA.

INTELLIGENCER, Doylestown, Pa. Oldest paper in the country, established 1748, daily established 1886; stanchest paper in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. PASHALL & CO., Doylestown, Pa.

TENNESSEE.

THE WOMAN'S HEALTH AND HOME JOURNAL, Chattanooga, Tenn., a monthly health and "all-round family" journal. Minimum circulation each month 10,000 copies. Best advertiser of its class in the South. Subscribers, advertisers and canvassers wanted.

CHATTANOOGA, Tenn., has 50,000 people. The Evening News has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

VIRGINIA.

LYNCHBURG NEWS has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of H. D. LA COSTE, 38 Park Row, New York, Manager Foreign Advertising.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

146,306 PEOPLE in the Congressional District requires Northern Wisconsin to have a newspaper center of its own. Chicago, St. Paul, and Milwaukee papers when they reach this section, are from nine to eighteen hours old. The Superior TELEGRAM, 5,500 daily, thoroughly covers this section. Rates of H. D. LA COSTE, 38 Park Row, New York.

CANADA.

86.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

HAWAIIAN ISLANDS.

STAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

STAMPS FOR COLLECTIONS—Send S for lists. E. T. PARKER, Bethlehem, Pa.

Lynchburg NEWS { 2,600 D. & S.
{ 2,000 Weekly.

MAIL TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

4 YEARS  8 THOUSAND CIRCULATION.

THE RECORD OF BRIDGEPORT'S ONLY MORNING PAPER,
THE MORNING UNION.
BRIDGEPORT, CONN.
 ..RATES ARE LOW.. 

The Evening Journal,
JERSEY CITY, N. J.
Average Daily Circulation for 1895,
14,362.
Guaranteed by American Newspaper Directory.

FISHERS OF MEN

The shrewd advertiser who drops his line into the Jackson, Tenn.,

WHIG..

is sure of a good catch. Only morning paper in a radius of one hundred miles—a veritable Alexander Seikirk in its territory. Jackson is an up-to-date city of 30,000 inhabitants without a clam or a mummy. It is a manufacturing, railroad and educational center and the trading mart of 300,000 people of snap, push and cash.

The WHIG is the key to the situation. L. J. BROOKS, Prop'r, Jackson, Tenn.

H. D. LA COSTE,
EASTERN REPRESENTATIVE, 38 PARK ROW, N.Y.

10 Cents a Copy. \$1.00 a Year.

GODEY'S MAGAZINE.

RAISE IN RATES...

On September 1st, 1896, the following new rates go into effect:

Full page, - - - \$150.00

One-half page, - - - 75.00

One-quarter page, 37.50

\$1.00 per Nonpareil line on ads LESS than quarter-page

Special Rates for Covers and Position Pages by Contract only.

DISCOUNTS.

3 months,	- - -	5 per cent
6 "	- - -	10 "
12 "	- - -	30 "

Positively no deviation from above rates.

GODEY'S MAGAZINE for September advances a surprising array of testimony to prove that Anna Ella Carroll should be ranked among the world's greatest strategists. It is shown that she planned some of the most brilliant and important campaigns of the Civil War which gave success to the Union forces. She has been called "The Secret Member of Lincoln's Cabinet," and the woman that saved the Union.

Guaranteed circulation for 1896,
one million copies.

Send for rate card.

THE GODEY COMPANY,
52 Lafayette Place, New York.

The Argus,

ALBANY, N. Y.

EIGHTY-FOURTH YEAR.

At the Capital City of the Empire State.

The Political struggle of the Fall of 1866 will be the greatest this Nation has ever experienced. New York State will be the great Battle Ground. The Six Million People in its confines will read every day of this great battle in the columns of the leading newspaper,

The Albany Argus

(Daily, Sunday and Semi-Weekly)

the oldest and acknowledged leading Democratic Paper of the State, under new editorial and business management.

Nearly half a million people read its columns every day. Sagacious advertisers make their announcements in its columns.

Rates, sample copies, etc., on application.

THE ARGUS CO.,
Broadway and Beaver Street,
ALBANY, N. Y.

**From Ocean
To Ocean****The Union
Gospel News**

Finds its Way

Being undenominational and reaching thousands of homes not reached by any other paper of its kind.

Advertisers know its value.
Published every Thursday.
Write for rates.



Address

...The...

Union Gospel News,
Cleveland, Ohio.

The ONE sure way to get at
the bulk of Peoria (Ills.) people is to
use their BEST TWO papers.

THE

Peoria Daily Transcript

(Seven Mornings a Week and Weekly)

THE

Peoria Evening Times,

(Six Evenings a Week)

COMBINED CIRCULATION

exceeds 10,000 copies a day.

— RATES FIRM BUT NOT HIGH.

Eastern Office: 150 Nassau St., New York.

DO YOU PUBLISH A NEWSPAPER?

Are you keeping a record of your issues?

Do your actual issues average more than a thousand copies?

If so, you can have the exact figures inserted in the American Newspaper Directory for 1897, showing the actual average issue or sale during the entire year 1896. It will cost you nothing—provided you furnish the requisite information, duly signed and dated, and in a form that will insure the information being definite.

Circulation statements to insure attention should cover every issue in 1896, and be sent in not earlier than January 2d or later than January 16th, 1897.

All communications should be addressed
Editor AMERICAN NEWSPAPER
 DIRECTORY,
 10 Spruce Street, New York.

THERE IS NO FIELD SO BARREN

in Printerdom that the



**"Century"
Pony**

and the

**"New
Model"**



cannot bring Profit out of it!

They have the "Git that" qualities necessary for success!

**Campbell Printing
Press & Mfg. Co.**

6 Madison Avenue, New York
334 Dearborn Street, Chicago



A Guaranty.

**The...
Anaconda
(Montana)
Standard**

Guarantees its advertisers a PAID circulation, Daily and Sunday, THREE TIMES GREATER than that of any other newspaper published in the State of Montana. Advertising contracts will be made subject to this guaranty. Only daily newspaper in the great Northwest furnishing advertisers with a sworn circulation statement.

**Sunday, - - 10,227 } Average.
Daily, - - - 9,589 }**

Place
Your
Advertising
In a
Paper
Of
Proven
Circulation.
Such a
Publication
Is
The
Daily News
Des Moines
Iowa.

Average sworn circulation
for five months ending
June 30, 1896

14,871

Eastern Office
Room 1227 Am. Tract S. Bldg.

Faulkner's Magazine

At fifty cents a year is
the cheapest monthly
fashion magazine pub-
lished. The circulation
is guaranteed and proven
to be over

50,000

copies each and every
issue. Send for advertis-
ing rates. Forms close on
the 25th of the month.

Faulkner's Magazine,
23 Park Row, New York.

The Largest Dramatic Circulation in America.

New York Home Journal, THE DRAMATIC MIRROR employs a large staff of intelligent critics and correspondents in all parts of the world. It is an excellent journal, well written, edited with dignity, and animated by the worthiest principles. Under the editorship of Harrison Grey Fiske THE MIRROR is the recognized organ of the profession in America, and in England, France, Germany, and in our own country it is regarded as the only trade journal which represents the American stage fairly, intelligently and honestly.

THE NEW YORK DRAMATIC MIRROR

[ESTABLISHED JAN. 4, 1878.]

WANTS MORE ADVERTISING from manufacturers and dealers in ale, beer, bicycles, clothing, candles, corsets, collars and cuffs, cigars, cigarettes, chewing gum, dry goods, dentifrices, diamonds, hats, jewelry, medicines, musical instruments, proprietary articles, photographs, perfumes, soap, shoes, silverware, sporting goods, trunks, tobacco, watches and wine.

Printers' Ink, the national authority on Advertising, says:
"In all America no other Dramatic paper has so large a circulation
as the DRAMATIC MIRROR."

HARRISON GREY FISKE,
Editor and Proprietor.

TELEPHONE 621-38.
1432 Broadway, N. Y.

The Organ of the American Theatrical Profession.

If you have a downright good article at a price that will fit the finances of well-to-do families, tell all about it through the columns of

....THE....

BROOKLYN STANDARD UNION

If it's a good thing our readers will buy it, and buy it quick. They have the money and will spend it with our advertisers. No rash reckoning about this claim.

IT PAYS



TO ISSUE

*Neat
Attractive
Printing*

It pays to catch the best class of trade—the money-spending trade. You can't catch money-spenders with penurious-looking printed matter. You must use attractive work—not necessarily expensive—that will catch your customer's eye and cause him to read it.

If you are in the market for the best class of printing, I can suit you.

No other printer has better facilities. All the type, borders, etc., in use in PRINTERS' INK are at the disposal of my customers. Advertisements attractively displayed and electrotypes furnished at reasonable cost.

WIL. JOHNSTON, Manager Printers' Ink Press,
10 Spruce St., New York.

IN THE...

“FIRST CLASS”

[From *Printers' Ink.*]

The only Sunday papers in what is termed the “first class,” composed of those only which furnished a statement for a full year showing over 75,000 copies each issue, are the following:

San Francisco Examiner,	75,930
Boston Globe,	219,386
St. Louis Post-Dispatch,	80,355
Elmira (N. Y.) Telegram,	102,242
Philadelphia Item,	221,019
Philadelphia Record,	122,972

STANDS THE

Sunday Post-Dispatch

If the Sunday Post-Dispatch were published in either Philadelphia or Boston, its circulation would be over 300,000 per day, due to the denser population in the 200 mile radius.



Protection Is the Battle Cry



And when you spend money for advertising
you should be protected by extensive cir-
culation.

The Chicago Dispatch

Has a larger circulation than all other
Chicago Afternoon Papers combined, save
one. It prints and circulates : : : : :

Over 65,000 Copies Daily

It reaches the masses and is read by all
classes.

Not Part of the Time, but all the Time!

HOME OFFICE,

115-117 5th Ave.

EASTERN OFFICE,

517 Temple Court,

NEW YORK.

CHICAGO.



Our

Semi-Weekly

The Houston Post

Was the first paper in the South to publish a Semi-Weekly at \$1.00 a year.

The SEMI-WEEKLY POST increased its circulation to over 15,000 copies each issue before its competitors woke up.

They then put on a Semi-Weekly, but too late to gain lost ground.

The SEMI-WEEKLY POST is gaining ground every day, and no issue this year has been less than 18,000 each part, or 36,000 copies per week.

The SEMI-WEEKLY POST has double the circulation of any other Texas semi-weekly newspaper.

The SEMI-WEEKLY reaches the country people who patronize advertisers and read every line in the paper.

The SEMI-WEEKLY POST's advertising rates have not been increased since its inauguration.

It will pay you to consider it when placing your advertising.



THE S.C. BECKWITH SPECIAL AGENCY.



THE JOURNAL BUILDING ADVERTISING.

Have You
Tried ==



Any one of the papers in Kansas City, except the one referred to below, and did you get results commensurate with the outlay? If not, try the

Kansas City World

And you will see the difference in returns at once. It is the paper best patronized by the business community of that city, and that alone bespeaks its merit and influence. Give it a trial, and you will find it is the

Best in the Field

Daily, exceeding 25,000
Sunday, " 25,000

L. V. ASHBAUGH, Business Manager.



A. FRANK RICHARDSON,

Tribune Building, New York,
 Chamber of Commerce, Chicago,
 Red Lion Court, Fleet Street, London.



The Family Circle

Is the great stronghold of

THE ST. LOUIS STAR

You can reach St. Louis family circles
in no better way than through : : :

The St. Louis Star

CIRCULATION, : : 50,000

TO LEARN ALL ABOUT RATES,

— Consult EIKER, You Know Him —
11 Tribune Building, New York.

A Penny Saved

is a penny earned.

The extreme dullness of trade in the printing line makes it necessary for printers to watch every penny of expenditure, otherwise the profits at the end of the year will be on the wrong side of the ledger.

What is the use of paying enormous prices for your inks, or buying more than you actually need, simply because you secure a few days' credit? Commence at once to buy for cash, and you will save something on each bill. This saving will help to pay off your old bills, and in a short while you will find yourself free from debt. You are then free to trade where you like and not wedded to any ink house.

I sell a $\frac{1}{4}$ lb. can with as much alacrity as I would a 500 lb. barrel. My inks are guaranteed to be the best that can be made, and if not found as represented I buy them back, and pay all freight or express charges.

Send for my price list. Address

PRINTERS INK JONSON, 8 Spruce St., New York

My NEWS INK (best in the world) is sold at 6 cents a pound in 25 lb. kegs, and at 4 cents a pound in 500 lb. barrels. My JOB INK is sold in quarter pound cans at 25 cents a can, with the exception of Carmines, Bronze Reds and Fine Purples, for which I charge 50 cents a can.

A PERFECTLY HEALTHY SKIN

is "a consummation devoutly to be wished," but unattainable so long as the pores are neglected, or clogged and irritated by toilet soap. You owe it to yourself to give your skin the proper kind of treatment, the best possible care all the time. To do this you should at once discard toilet soap and begin the use of 

CUTELIX

No danger of your ever feeling tempted to return to the soap habit, for the earnest appreciation the skin will immediately manifest will be sufficient safeguard for the future.

Western Advertisers

desiring estimates prepared, advertisements designed, plans submitted, will receive prompt attention by applying for same to

Our Chicago Office

"THE ROOKERY"

in charge of Mr. T. F. Kennedy, who will take a personal interest in all such applications.

The Geo. P. Rowell Advertising Co.

"THE ROOKERY"
CHICAGO

10 SPRUCE ST.
NEW YORK